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MARCH, 1955

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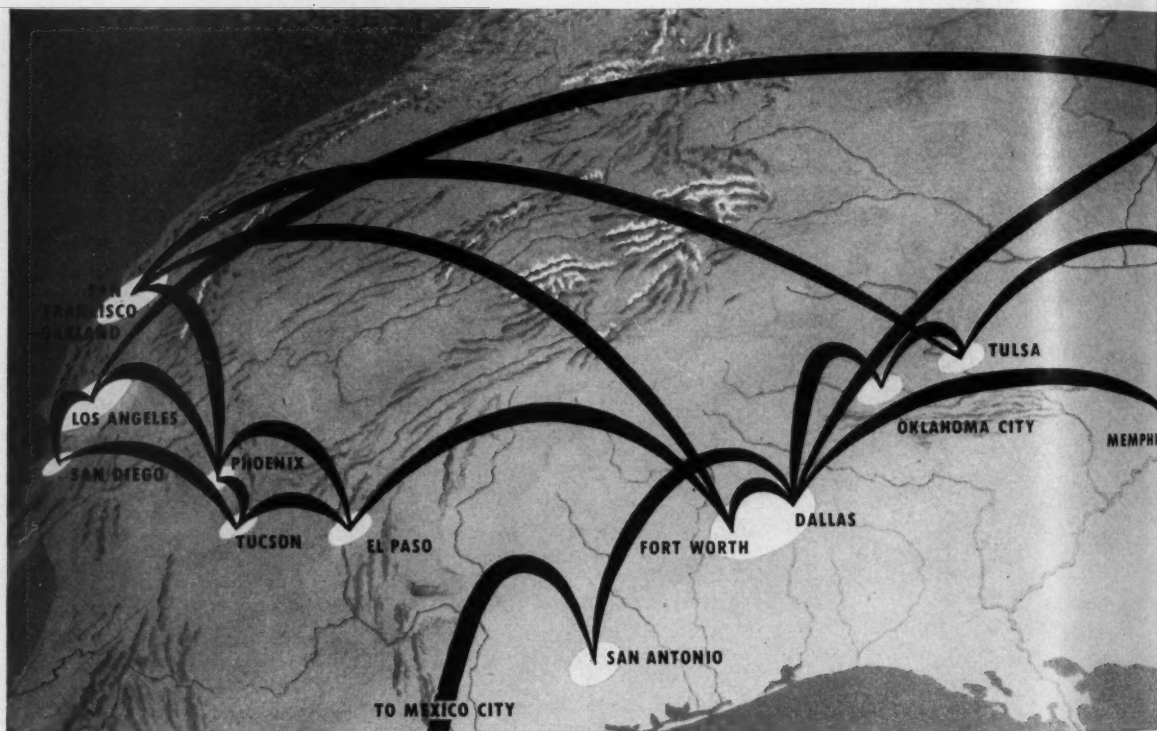
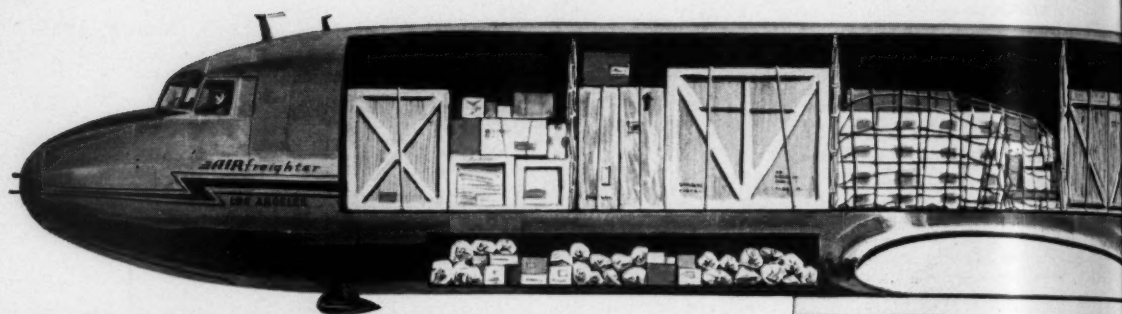
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# We've got the right **SPACE**

*American Airlines has the greatest capacity in the country  
—more planes carrying freight to more places*



**Capacity**, of course, is one measure of a carrier's ability to deliver the goods. That's why it's important for you to know American Airlines has the greatest cargo capacity in the airfreight field.

But, equally important, when it comes to specifying a carrier, is the availability of that space—having it where and when it can best

serve you. Here again, American leads all others.

- While providing fast and frequent service to seventy-seven key cities throughout the Country, *only American serves two-thirds of the top thirty retail markets—all twenty-three of the leading industrial states.*

Add this to American's superiority in expe-



# On the Line—



## Painless OS&D?

AS WE pursue our daily tasks, we find it necessary to unlearn as we learn. Take claims handling, for example. Recently, we visited a plant where we saw a system that could win an oscar for meticulousity. There were detailed reports with affidavits and diagrams or photographs. No tricks known to sleuths, lawyers or insurance investigators were overlooked. It was smooth and efficient.

In another, comparable plant we found the other extreme. System? "No. That's for the birds! Here's how we handle OS&Ds:"

OVER?—"If you can use them, we'll bill you; if not, we'll pick them up next trip. Sorry to bother you."

SHORT?—"Please excuse. Balance coming next trip."

DAMAGE?—"So sorry, What was it? We'll ship replacements at once."

PROOF?—"Don't bother. We believe that everybody—well, almost everybody—is honest."

Being schooled in methods employed by the first plant mentioned, we were startled. We asked a lot of questions, answers to which could be summed as follows:

"Years ago, we had an elaborate setup. One day, our comptroller told us that it took \$2 to settle a dollar claim. Wasn't there something we could do about it?"

"We did. We eliminated the function. Now, the sales department handles it. When a customer is ruffled, sales people are best equipped to handle him."

"Our traffic department's overhead dropped a third in six months, over 40 per cent by the end of the year."

We got to thinking: Maybe it's like the "centsless" or "even dollar" system of accounting that is gaining headway. For generations, bookkeepers would work for days to find a penny out of balance. Now, some deliberately ignore pennies—up to 49—the sort of thing that statisticians always have done.

We realize that not all traffic departments can dodge handling OS&Ds—especially common carrier; but private carrier might. So, because there are more shippers and private carriers than common carriers, we would like to do some research.

Would you care to cooperate? There's a postcard—the bottom of three—between pages 48 and 49, that lists a few questions, the answers to which might add up to happier days ahead for many industrial traffic managers.

## Yakkety Yak

After filling-in the OS&D postcard, jot down reasons why ICC should continue to recognize Class B Practitioners, as announced on Page 15.

... Your future—professional prestige of traffic management—is the stake.

OLD GOLD: Survey of the year may be the one Congressman Kearns (R-Pa.) wants to make—of that yellow stuff in Fort Knox vaults. These questions are suggested:

1. "Is it true that all is not gold that glitters?"

2. "Are the gold bars weighed periodically? If so, who weighs the weighers?"

3. "Are they dusted off periodically? If so, who keeps the dust?"

4. "Any moth or termite infestation? If so, Republican or Democrat?"

SILVER THREATS: Another survey of interest (to us forty-ish 39-ers) is one by Community Service Society—the secret of growing old gracefully.

TIRED EYES won't find help in Maryland dime-stores. Legislators L. B. Reed and C. M. See introduced a Bill to ban sale of eye-glasses in such retail outlets. Reed wears glasses, See is blind.

NEW TONIC: British officials have licensed Mortlock's Modern Dairies to spike its milk. It's called Noggo, sells for 35 cents for four ounces, and comes in four flavors—whiskey, brandy, rum and gin.

*Herb Greene*

Editor



## Save Costly "Time Outs" On Personnel Moves

There's bound to be some *loss of services* in the transfer of key workers from one locality to another. But United's Pre-Planned Moving Service helps cut this loss to a minimum. Pre-Planning takes care of all the details... allows the executive, salesman, skilled worker and other key people to shift from the old job into the new with the least confusion. Your nearest UNITED Agent will be glad to call and explain.



PRE-PLANNED Moving In *Sanitized Vans*



United packing means positive protection for precious "breakables."

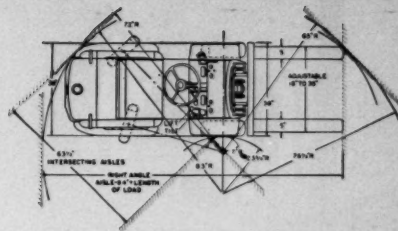
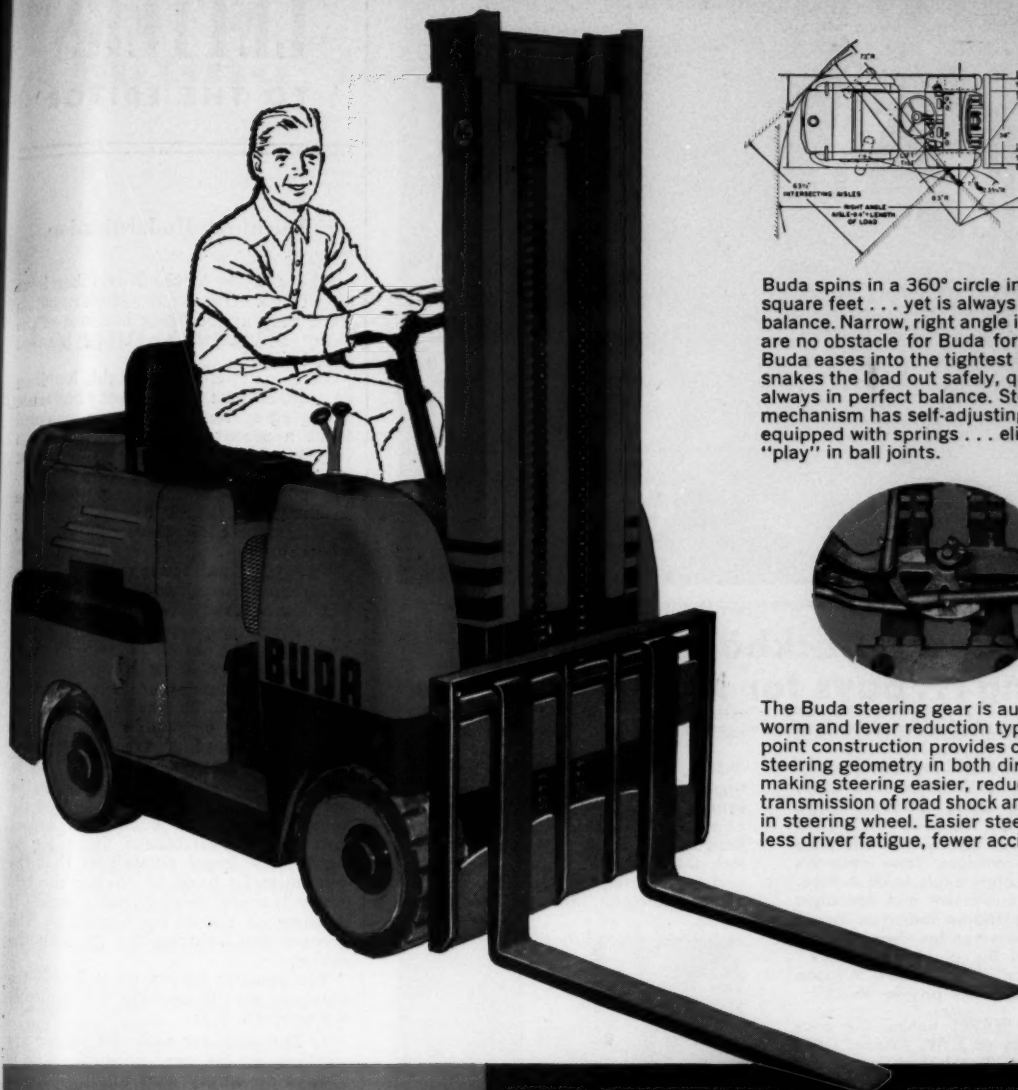


United's special wardrobes simplify packing of suits, coats, dresses—protect garments against dust and dirt in transit.

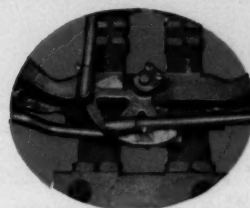


Fragile things are carefully packed to provide sure protection.





Buda spins in a 360° circle in just a few square feet . . . yet is always in perfect balance. Narrow, right angle intersections are no obstacle for Buda fork lift trucks! Buda eases into the tightest corners, snakes the load out safely, quickly, always in perfect balance. Steering mechanism has self-adjusting ball joints equipped with springs . . . eliminates "play" in ball joints.



The Buda steering gear is automotive worm and lever reduction type. Center point construction provides correct steering geometry in both directions, making steering easier, reducing transmission of road shock and kick-back in steering wheel. Easier steering means less driver fatigue, fewer accidents!

# BUDA

IS THE MOST MANEUVERABLE  
FORK LIFT TRUCK IN THE FIELD



**FREE CATALOG** tells how Buda Fork Lift Truck can cut the costs of handling in your plant. Send for it today!



THE **BUDA** DIVISION  
**Allis-Chalmers Manufacturing Company**  
Harvey, Illinois

Circle No. 3 on Card, facing Page 49, for more information





James Johnson, vice president of J. W. Johnson Co., positioning Magcoa Dockboard during talk with Magcoa representative

## "Our Magcoa Dockboard speeds loading... pays for itself"

says James Johnson, Vice President, J. W. Johnson Co., canvas goods manufacturers, Bellwood, Ill.

"When we switched from heavy, make-shift steel plate to an engineered-for-us Dockboard, we chose Magcoa," says Mr. Johnson. "Our Magcoa Dockboard can be positioned quickly and easily by one man," he continues, "and when it's in position, its safety angle holds it there. Our powered equipment and operators handle loading and unloading in record time, and are then free for other handling jobs throughout the plant. We figure," says Mr. Johnson, "that our new Magcoa Dockboard will quickly pay for itself."

HERE'S THE SECRET behind the cost-cutting efficiency of J. W. Johnson Company's Magcoa Dockboard... and thousands of others like it across the country.

First, The Magcoa Representative personally checks all requirements: dock height, span, equipment underclearance, axle load, and many other factors that influence Magcoa Dockboard design and construction.

The next step is engineering—and Magcoa Engineers are materials handling experts. They utilize exclusive Magcoa design principles proved in thousands of successful installations... to make sure your Magcoa Dockboard will give the service expected, and more.

Then, Magcoa's mass-production plant takes over, where rugged angles and channel sections are welded to the bottom of Magcoa Dockboards... to give more than adequate structural strength and to lock the board securely between dock and carrier, regardless of the thrust of heavy, powerful lift trucks and pallet trucks.



Magcoa Dockboard in action under watchful eyes of Ray Gilbert, Buyer, Magcoa Representative and James Johnson.

YOUR MAGCOA REPRESENTATIVE FOLLOWS THROUGH when your Dockboard is delivered... to make sure that you know how to use it most effectively in speeding your loading and unloading, so that it can pay for itself in the shortest possible time.

## MAGNESIUM COMPANY OF AMERICA

MATERIALS HANDLING DIVISION, EAST CHICAGO 3, INDIANA

DIVISION OFFICES: New York 20 • Philadelphia 18 • Washington 5, D.C. • Houston 17 • El Segundo (L.A.) Calif. • San Francisco 4

Representatives in principal cities

IT'S EASY to take Step Number One toward speeding your loading and unloading. Simply send for our amazingly frank Dockboard Facts File. It tells the Magcoa Dockboard story... and the story behind the story. Use the handy coupon.

For a free new Magcoa Dockboard Facts File... clip this coupon to your business letterhead, print your name and title clearly... and mail today to MAGNESIUM COMPANY OF AMERICA, MATERIALS HANDLING DIVISION, EAST CHICAGO 3, INDIANA.

## LETTERS TO THE EDITOR

### Terminal Modernization

To The Editor:

The articles in the November issue on Truck Terminal Modernization were very appropriate because of the many new terminals being planned and built.

In the article on freight handling on page 39, you pointed out that truck dragging systems are often considered to be a recent development although they have been used for a number of years. Some thoughts based on working closely with nearly all of the trucking companies using drag lines in the Pacific Northwest may be of interest.

The principal reason for the relatively slow acceptance of drag lines has been that trucking companies have not been given a clear picture of just what they do and how they could save money by using them.

The deciding factor as to whether freight should be pushed across the dock by hand or hauled mechanically is the volume of ltl freight. Depending on the operation, volumes up to 150,000 to 175,000 lb daily can be hand trucked more cheaply. When the operation enlarges enough to exceed that amount, distances from rig to rig become great enough so that the volume to be handled during the two heavy transfer periods daily makes it cheaper to do it mechanically. The greater the volume, the greater the savings.

The reasons why a drag line is the cheapest way to operate mechanically are very simple:

1. The stripper and the loader are working all the time because there is always an empty cart and a place to put a loaded cart on the line within a few feet.

2. It costs \$.001 or less for electricity to haul a platform truck from rig to rig as against at least \$.05 in wages and maintenance to haul a full load by any other method—one fiftieth as much. This is why every trucking company in the Northwest which has installed a drag line has shown savings of from \$.01 to \$.04 per hundred in direct across-the-dock costs.

3. The even, rhythmic pace of the drag line and the absence of traffic confusion on the dock increases productivity considerably.

4. O. S. & D. is reduced 75 per cent to 90 per cent according to actual experience.

There has been a feeling that there is a relation between the use of drag lines and width of dock. Experience has shown this to be a mistaken idea. When using a drag line there need only be space from the edge of the dock to the drag line of approximately (Please Turn to Page 80)

Circle No. 4 on Card, facing Page 49, for more information

## Coming Events

- Mar. 13-19—National Furniture Warehousemen's Assn., Boca Raton Hotel, Boca Raton, Fla.
- Mar. 18—Fifth Annual Material Handling Forum, Stevens Institute of Technology, Hoboken, N. J.
- Mar. 22-25—Movers & Warehousemen's Assn. of America, Inc., 20th Annual Convention, Statler Hotel, Los Angeles, Cal.
- Mar. 28-Apr. 1—Institute on Foreign Transportation and Port Operations 6th Annual Meeting, Tulane University, New Orleans, La.
- Apr. 12-13—Middlewest Shipper-Motor Carrier Conference, regular meeting, Blackhawk Hotel, Davenport, Iowa.
- Apr. 12-16—American Warehousemen's Assn., Annual Meeting, Edgewater Beach Hotel, Chicago, Ill.
- Apr. 16—Indiana Household Movers & Warehousemen's Assn., Indianapolis, Ind.
- Apr. 18-25—American Management Association, Packaging Exposition, Navy Pier, Chicago, Ill.
- Apr. 19-21—Caster & Floor Truck Mfg. Assn., La Salle Hotel, Chicago, Ill.
- Apr. 21—Minnesota-Northwest Warehousemen's Assn., Nicollet Hotel, Minneapolis, Minn.
- Apr. 28-30—California Moving & Storage Assn., El Mirador Hotel, Palm Springs, Calif.
- May 4-6—General Claims Div., AAR, Washington, D. C.
- May 5-6—Northeastern Motor Carrier Claim Conference, spring meeting, Philadelphia, Pa.
- May 5-6—Association of Interstate Commerce Commission Practitioners annual convention, New York.
- May 5-8—Local Cartage National Conference, annual meeting, Hotel Cleveland, Cleveland, Ohio.
- May 9-12—Foreign Trade Transportation Institute, annual meeting, San Francisco, Calif.
- May 10-12—Freight Claim Div., AAR, Denver, Colo.
- May 14-15—Delta Nu Alpha Transportation Fraternity, annual meeting, Boston, Mass.
- May 14-18—Foreign Trade Exposition, Shrine Exposition Hall, Los Angeles, Calif.
- May 16-20—6th National Materials Handling Exposition, International Amphitheater, Chicago, Ill.
- May 17-19—Communications Section, AAR, San Francisco, Calif.
- May 24—Southwestern Industrial Traffic League, Lubbock, Tex.

## Accounting and Product Standard Task Units of Caster and Floor Truck Assn. Meet in New York

The regular meeting of the Caster and Floor Truck Manufacturers Assn. in New York last month was augmented by separate meetings of the Accounting Council and the Product Standard Task Committees.

The regular meeting featured an address by W. K. Beard, Jr., president of Associated Business Publications, on "How Cooperative Promotion is Working for Another Association." Following Beard's talk, a Public Relations and Product Promotion Committee was appointed.

Clark Shepard, of Lewis-Shepard

Products, was named to the Board of Directors to fill an unexpired term.

The Accounting Council meeting included an address by Walter Semlow, president of Barrington Associated, on "Costs and Methods of Distribution," and an open clinic on reducing costs and improving methods of distribution.

The Standard Task Committees session was broken up into meetings of the subcommittees on Casters, Wheels, Platform Trucks, and Skids. A Standard Coordinating Committee meeting concluded the agenda.

—DA—

## TTMA Hits Third Level Taxes

The Truck-Trailer Manufacturers Assn., in its 14th annual convention in Florida last month elected officers and adopted four resolutions which set the organization's policy for the year ahead.

Adopted was a resolution which put the association on record as supporting the trucking industry in a battle against so-called third-structure taxes. Another resolution gave qualified support to President Eisenhower's highway program.

Still another resolution declared the TTMA is opposed to any legislation which would result in a monopolistic invasion of the trucking field by railroads. A fourth resolution called for immediate repeal of federal excise taxes on truck-trailers, components, accessories and parts.

Elected association president was 56-year old R. R. King, president of American Body & Trailer, Inc., Oklahoma City, Okla. He succeeded John C. Bennett.

—DA—

*A special meeting of the trucking industry's National Traffic Committee was conducted in Washington, Feb. 23-25 to dispose of 12 appeals which have been docketed since last October.*

—DA—

## NWBA Names Chaffee President

Directors of the National Wooden Box Assn., meeting in annual session Feb. 6-9 at Point Clear, Ala., elected Leslie J. Chaffee, of Chaffee Brothers Co., as president, succeeding Curt F. Setzer, of Setzer Forest Products.

Arthur Temple, Jr. of Temple Associates, was elected to a vice-presidency. Other officers were re-elected as follows: J. D. Bronson, Cascade Lumber Co., vice-president; Thomas Munroe, Moraine Box Co., vice-president; C. D. Hudson, Washington, D. C., executive vice-president, and P. John Galbraith, of John Galbraith, treasurer.

(Please Turn Page)

# Chuting the News . . .

(Continued from Preceding Page)

## Revision of ICC Qualification Standards Provides 'Grandfather Rights' for Non-Lawyer Practitioners

A new set of standards for admission to practice of persons who are not attorneys-at-law, effective May 1, 1955, have been issued by the ICC. Revised following protests by the Associated Traffic Clubs of America, the new standards provide "grandfather rights" for certain persons seeking to become registered practitioners without benefit of formal education.

The revisions consist of addition of three paragraphs and alteration of a fourth paragraph as originally issued in a notice dated Dec. 1, 1954. The affected sections follow:

3. The phrase "a minimum of two years of college" means the receipt of either 60 semester credits or approximately 1,000 scheduled class hours or periods for the successful completion of courses of study whether taken in residence or not. The word college means any educational institution authorized by law to confer the degree of bachelor of arts or of science or an equivalent bachelor degree, or a junior college whose credits are accepted.

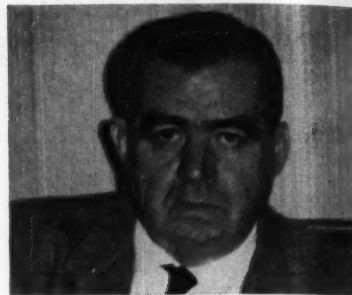
6. Examinations are conducted twice a year—on the second Tuesday in February and July of each year. Applications may be filed at any time. Those filed from Dec. 1

to April 30, both inclusive, will be considered for the July examination. Applications filed from Dec. 1, 1954 to April 30, 1955, both inclusive, will be considered for the July 1955 examination unless applicant makes a timely request for postponement of his first examination to a future date for the purpose of permitting him to complete his preparation. Applications filed from May 1 to Nov. 30, both inclusive, will be considered for the February examination. Within the meaning of this notice, applications will not be considered as filed until they are complete in all respects and ready for processing.

9. If the applicant so desires, an application filed from Dec. 1, 1954 to April 30, 1955, both inclusive, will be continued in force and considered as active (and not subject to the *Qualification Standard*) until (a) the applicant is admitted to practice, or (b) until he has failed the examination three times, or (c) until Feb. 28, 1957, whichever event occurs first.

10. Applications once disposed of, with filing fee refunded, will not be reinstated at any time for the purpose of avoiding the provisions of the *Qualification Standard*.

## New President



Clarence I. Lee, president of Hampton Mfg. Co., New Rochelle, N. Y., was elected president of the Pressure Sensitive Tape Council at the recent PSTC Annual Meeting, in Greenbriar, Va. PSTC is made up of the following members: Behr Manning Corp., Hampton Mfg. Co., Minnesota Mining & Mfg. Co., Mystik Adhesive Products, Permacel Tape Corp., The Seamless Rubber Co., Technical Tape Corp., U. S. Rubber Co., and Van-Cleef Bros., Inc. The Pressure Sensitive Tape Council, with headquarters in Glenview, Ill., is the Industry Association of the manufacturers of pressure sensitive industrial tape.

## ATA Lauds FCC Move to Expand Two-Way Truck-Radio Facilities

Action by the FCC to allow expansion of two-way radio operations of for-hire motor carriers has been acclaimed by the ATA as a progressive step for improved truck service.

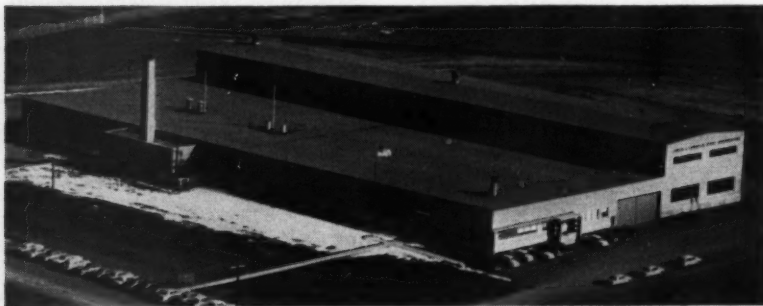
The decision of the FCC finalized its Motor Carrier Radio Service Rules, which will go into effect on March 15. Both common and contract carriers handling freight moving in inter-city, interstate or international commerce will be eligible to receive authorization to operate two-way mobile radio units for pickup and delivery service.

The FCC voided previous restriction against using truck radio within a single metropolitan area, setting no territorial restrictions of any kind. Several new frequencies were allowed to the industry.

—DA—

Hearings began Feb. 21 on a bill (S-1048) which would authorize appropriations of \$8 billion during the next five fiscal years for road construction. The bill was introduced by Senator Gore, chairman of the Roads Subcommittee.

## New Warehouse-Container Division Plant Opens



An aerial view of Jones & Laughlin Steel Corp.'s new plant which recently was opened officially in Lancaster, Pa. The 400-ft building, located on a 13-acre site, has more than 100,000 sq ft of floor space, and will serve four states



## Estimated Annual Federal-Aid Highway Programs

Does not include federal funds for forest highways nor state and local funds for non-federal-aid rural roads and city streets.

In millions of dollars	Present Program		President's Program		Senator Gore's Proposal	
	Federal	State & Local	Federal	State & Local	Federal	State & Local
Interstate	\$175	\$117	\$2500 <sup>1</sup>	\$200	\$500	\$250
Primary	315	315	315	2587	500	500
Secondary	210	210	210	1290	325	325
Urban	175	175	75	<sup>2</sup>	275	275
Total	\$875	\$817	\$3100	\$4077	\$1600	\$1350
Total Annual Program	\$1692		\$7177		\$2950	

<sup>1</sup>—Includes urban highways on the interstate system.

<sup>2</sup>—Included in primary system estimate.

Estimated annual expenditures for the nation's principal highway systems compared to the present program. President Eisenhower's program, which was presented late last month, represents a 324 per cent increase over the present federal aid system. Senator Gore's \$8 billion, 5-year program, also introduced last month, represents a 74 per cent increase

## ICC Recognition of Lay Practitioners Selected As Topic of First ATC-Sponsored Essay Contest

"Should the ICC Continue to Admit and Recognize Lay Practitioners," has been selected as the topic of the first national essay contest being sponsored by a newly formed committee of the Associated Traffic Clubs of America.

The new committee, tentatively named the Industrial Traffic Advancement Committee, lists as its object the stimulation of solutions to problems common to industrial traffic managers.

The committee plans to present problems periodically to personnel of ATC member clubs for solutions in written form. Five papers will

be selected as the best, with a \$25 Savings Bond going to the top entry, and certificates of merit to other winners.

All entries should be typed double-space on one side of a sheet only. Length should be between 1,000 and 1,200 words. Photographs, charts, maps, and other illustrative material may be submitted.

The contest closes March 31, 1955. All papers should be addressed to: A. W. Greene, Associated Traffic Clubs of America, Chestnut & 56th Sts., Philadelphia 39, Pa.

—DA—

*For the first time, a National Board meeting of the SIPMHE was held away from Chicago. Scheduled to coincide with the Philadelphia Regional Division meeting, the recent Board Meeting in Philadelphia had a higher percentage of National Officers attending than recent similar events in the Headquarters City.*

*Work of the Pallet Standardization Committee of the American Standards Assn., has been advanced with the appointment of J. E. Wiltrakis, Western Electric Co., as chairman of the Technical Committee. He is charged with establishment of five sub-committees, on surveys, testing, etc. (Please Turn to Page 60)*

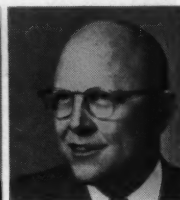
—DA—

## MEN IN THE NEWS

### Materials Handling

R. E. Wright—named director of industrial & public relations, The Electric Storage Battery Co., Philadelphia, Pa.

Harvey A. Raasch—named export sales manager, Hyster Co., Portland, Ore.



G. A. Gilbertson, (left)—appointed exec. vp and general mgr, and R. L. Beyerstedt, (right)—named exec. vp in charge of engineering and product development, The Frank G. Hough Co., Libertyville, Ill.

William F. Fetzter—appointed general sales manager, Phillips Corp., Carnegie, Pa.

Argus Leidy — named executive head of the industrial lift and elevator divisions, Globe Hoist Co., Philadelphia, Pa.



Francis D. Weeks, (left)—named president, succeeding Carl F. Dietz, (right)—elected chairman of the board, Lamson Corp. of Delaware, Syracuse, N. Y.

George Bennett — new general manager, Borroughs Mfg. Co., Kalamazoo, Mich.

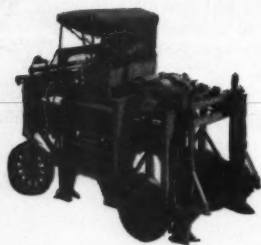


Harvey M. Rasmussen—appointed vice president in charge of sales & advertising, The Rapids-Standard Co., Inc., Grand Rapids, Mich.

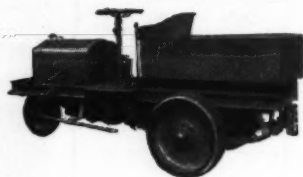
C. L. Fell—elected vice president of marketing, The American MonoRail Co., Cleveland, O.

(Please Turn to Page 58)

# 40 Years of Progress



1914—Carrier



1919—Trucktractor



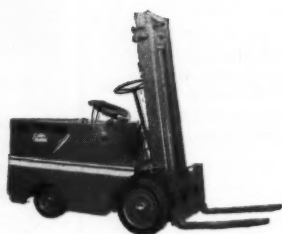
1923—Truclift



1924—Duat



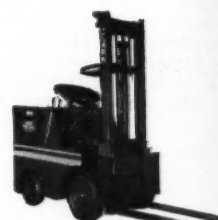
1941—Gas Clipper



1942—Electric Carloader



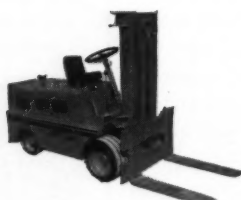
1946—Gas Trucloader



1946—Electric Trucloader



1949—Clarkette—5



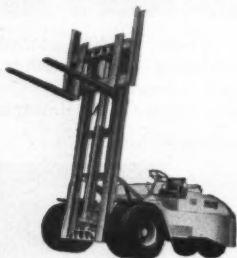
1950—Dynatork Utilitruc—100



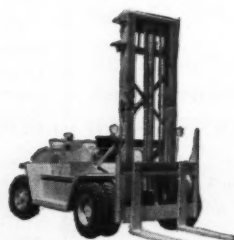
1950—Yardlift—150



1951—Clarktor—120



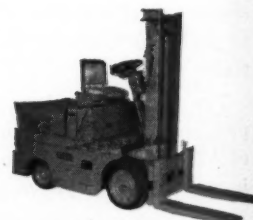
1953—Yardlift—260



1954—Yardlift—200



1954—Clarktor—75



1954—Explosion-Proof Carloader

Many of these machines were developed to meet specific customer requirements . . . and subsequently became the standard of entire industries.

**DEVELOPMENT • DESIGN • ENGINEERING**



# Washington

# DA

By Ray M. Stroupe, *Chilton Washington News Bureau*

**TOLL BILL ENTERED**—New legislation introduced in Congress would give the ICC considerable toll-charge authority. Under terms of H. R. 1611, ICC could inquire into toll rates on certain bridges and tunnels crossing state lines and, if the agency finds rates unreasonable, could set reasonable tolls. No hearings were immediately scheduled by the cognizant committee, House Interstate.

**URGES HANDLING WEEK**—Presidential authority to proclaim a National Materials Handling Week is sought by Rep. Peter W. Rodino, Jr., D., N. J. His H. J. Res. 131 calls for observance of the week to call attention to "significant contributions made to the American way of life" by advances in materials handling techniques during the past quarter-century.

**SEAWAY FUNDS ASKED**—Another \$22.8 million is called for by the Eisenhower Administration to be used in the St. Lawrence Seaway project in fiscal 1956. Biggest items to be paid for with these funds include land; engineering and design; and relocation of such property as a highway, a railroad, and a power line. Estimates indicate almost 25 per cent of Seaway work will be completed by mid-1956.

**PLANE STUDY BEGINS**—Commercial usefulness of Navy cargo aircraft is being given a one-plane test by Slick Airways, of Burbank, Calif. The firm is renting an R6D Skymaster from the Navy for six months to perform the study. Its purpose is to find whether such planes can be maintained and used productively without government expense, and still be available to the military in an emergency.

**HOLDS RATE LINE**—ICC declines to raise rail rates on southern lumber shipped to Savannah, Ga., and Jacksonville and Tampa, Fla., for transfer to Atlantic coastal vessels. Proposed increases would have been 1¢ to 7¢ per 100 lb. Other lumber-producing areas compete strongly with the South, ICC says, and rate boosts would slow lumber traffic from that area.

**TRUCKING PLANS HALTED**—Initial attempts of the Southern Pacific Co. to broaden its trucking operations are vetoed by the ICC. The agency has turned down a request by the railroad's subsidiary, Pacific Motor Trucking Co. to run temporarily an independent highway carrier, Pacific Freight Lines. Subsequent outright purchase of the carrier was contemplated.

**WOULD ERASE TAXES**—Elimination of present levies imposed by the federal government on freight and passenger service is demanded of Congress by the National Conference for Repeal of Taxes on Transportation. Federal levies, the conference says, create obstacles to the use of common carriers. Represented in the conference are industrial shippers; highway, rail, pipeline, and waterways carriers; freight forwarders; and related businesses.

**NEW ICC MEMBER**—Sworn in as an ICC commissioner is Everett Hutchinson, assistant attorney general of Texas for three years. A former attorney for the Texas Railroad Assn., the 40-year-old Democrat will serve out the unexpired term of Commissioner Charles D. Mahaffie. The latter, having reached age 70, was retired at the end of 1954, though appointed through 1958.

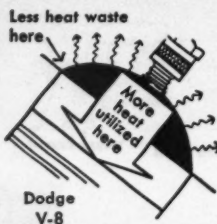
**SEEKS COMPETITION DATA**—Facts on government competition with privately-run transportation lines are to be gathered by federal officials. Budget Bureau, acting for President Eisenhower, is ordering the compilation of similar data for a number of fields. For example, a report on overlapping government-private manufacturing activities is demanded by the bureau for July 15.

**SPOTTING RULES CHANGED**—Many industrial shippers in the Northeast and Midwest will be aided by new car-spotting rules approved by ICC. In general, the effect of the agency action is to allow railroads to offer improved spotting services at no added cost to the shipper. Changes were backed by a committee representing a number of rail lines and the NITL.

**UPDATE SHIP TYPES**—Seven new types of swift merchant ships are revealed by Maritime Administration. Four are designed as dry-cargo vessels, while the others would be a coastwise tanker, a bulk-cargo carrier, and a special, 20-knot trailer ship. Intended as replacements for vessels currently in service, the new craft are to have the most modern cargo handling equipment.

**ADVISES STRONGER BUREAU**—Strengthening of the ICC Bureau of Motor Carriers is strongly recommended by the ATA. This group argues for mobile field units, under control of the bureau, with the job of insuring better enforcement of the Interstate Commerce Act. Operations in violation of the act are increasing, ATA says.

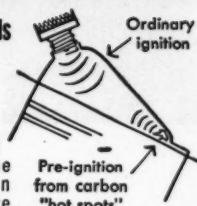




### Less surface area, less heat lost

Rounded exclusive Power-Dome combustion chamber has less surface area than irregular chambers. Thus less heat is dissipated into cooling system, more heat is utilized within the chamber to expand gases more fully, give greater thrust to piston.

### Dodge avoids power-stealing hot spots



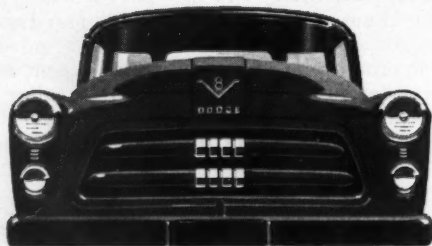
Power-Dome combustion chambers are rounded, have no corners or pockets in which carbon deposits can build up. Such deposits become red-hot, pre-ignite the fuel-air mixture, cause engine knock and loss of power, lead to costly repairs.

### Short flame travel, better valving



With Power-Dome combustion chambers, the spark plugs are located at or near the center. Thus the flame has a shorter distance to travel, combustion is more even. Large unrestricted valves mean better "breathing" and greater efficiency.

# How you get more power, use less gas with POWER-DOME V-8 truck engines!



Truck owners everywhere report more power and less fuel consumption with new Dodge Truck Power-Dome V-8 engines. AAA-supervised tests *proved* the power of Dodge Truck V-8's in a history-making Pikes Peak climb . . . proved the economy of Dodge Truck V-8's in a sensational 22-mile-per-gallon Economy Run.

Look at the pictures and captions shown on this page—then, for further details and an eye-opening road test, see your dependable Dodge Truck dealer!

## DODGE "Job-Rated" TRUCKS

A PRODUCT OF CHRYSLER CORPORATION

Circle No. 7 on Card, facing Page 49, for more information

# The Need for Education In Maritime Operations



MARCH, 1955  
Vol. 54, No. 3

**Conservatism is blocking a chance to solve the basic problem in maritime cargo operations—the need for reduction in ship turn-around time**

THE BASIC problem facing our merchant marine is to reduce the turn-around time of the merchant ship. Instead of progressing toward a solution to this problem, matters have been getting steadily worse. Indeed, almost no one seems to be satisfied with what is seen along the embarcadero with respect to the loading or unloading of general cargo ships.

There is a group of men who seem to be in agreement about the direction that the necessary changes should take; men who seem certain that the corrective measures themselves are fundamental, and that these measures technically are entirely possible. This unique group to which I refer is made up of trained industrial engineers who have taken a look at the marine terminal.

Although I have not taken a poll of qualified materials handling experts, I have talked with some of these authorities, and I believe that the consensus looks toward a sound solution of marine handling problems under the following three point program:

1. Open up the ships so that the cargo can be sent into them with greater adherence to the basic principle of straight-line flow.
2. Increase the size of the units handled.
3. Increase mechanization on the

**By Charles L. Sauerbier**

pier, on the ship, and between the pier and ship.

I believe that the immediate trend of development within the industry must be directed constantly along the lines stated above.

## Basic Barriers

It is not likely that the engineers' first step would prove to be wrong when the violations of basic materials handling principles hit them heavily as soon as they walk through the dockshed doorway.

But, solution or not, I would like to set forth what I consider the biggest deterrents to progress in this field.

1. Perhaps the greatest deterrent is general *disrespect for the IDEA*. One manifestation of this disrespect is the seemingly tenacious manner with which the shipping industry hangs on to the apprentice system of training the people rising in the field.

Editor's Note: The original paper on this subject was presented by Mr. Sauerbier at the International Technical Conference of the International Cargo Handling Coordination Assn., in Naples. This article is an extension of Mr. Sauerbier's initial remarks.

The net result is that there is a strong tendency to continue doing any given task in the same way, whether right or wrong. This seems to hold for all phases of the shipping cycle.

2. Another important barrier is management's fear of labor's reaction to any suggested change. This is more succinctly tabbed as *Poor Labor Relations*.

3. The third item on this list is *The Conservatism of Management*. It is my observation that this conservatism is quite likely going to drive the industry closer and closer to a point where economical pressures will force basic changes in cargo handling techniques despite any inherent inertia.

4. The final deterrent to progress is the suspicion of labor for labor-saving equipment and techniques.

## What About The Future?

It may be worthwhile to discuss some pointers from the past, which may make our guesses about the future more accurate.

Many of you may be acquainted with the *S.S. Gluckauf*, prototype of the modern sea-going tanker. It was built in 1886 and had a capacity of 18,000 barrels. When this ship first arrived in New York to load a cargo of bulk oil, she was met by a hostile group of longshoremen, coopers, and oil workers in general.

They nick-named her the *Fleigau* (Blow Up) and, in general, tried to discourage the development of such a ship. Obviously, they did not succeed. But, even if they had succeeded at first, the economic pressures would have forced the development of the tanker by today.

(Please Turn to Page 55)

Through an elaborate track and switching system, everyone of 12 overhead bridge cranes can travel to any corner of this new 280x962-ft aircraft parts warehouse

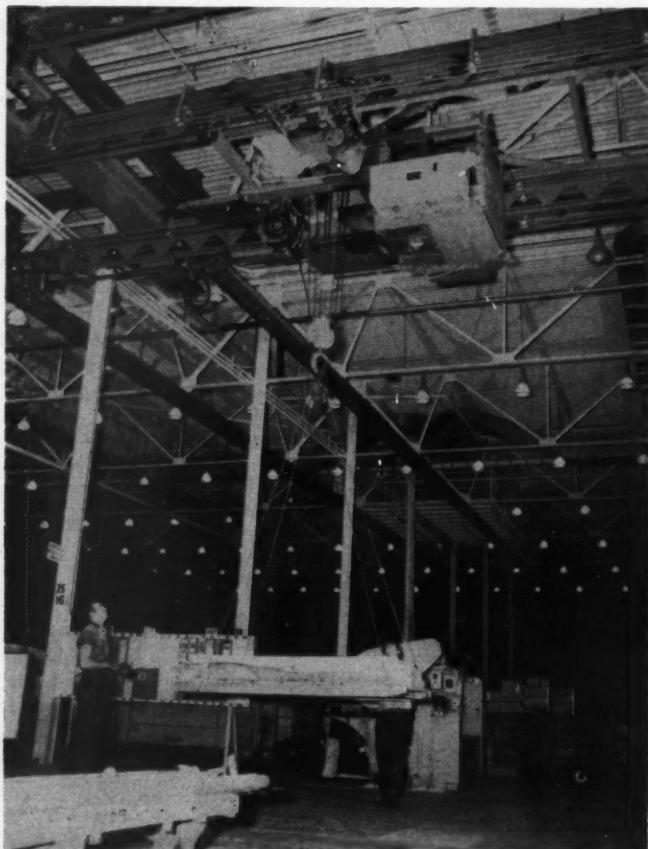
By James Joseph  
Western Round-Up Bureau Chief



Crane equipped with load grab lifts skid load of sheet stock as other stock is loaded on a 4-wheel trailer for delivery

## Warehouse Craneway Gives

A unique over-aisle system, with a total of 64 turntables in the 16-bay warehouse, shunts bay traffic from one section to another



**R**EGULARLY Scheduled flat-rack trains shuttle between Douglas Aircraft's production line and the firm's new 307,000-sq ft El Segundo, Calif., warehouse, keeping the complex production process on schedule by supplying the thousands of items needed in the manufacturing of aircraft.

Secret of the split-second supply program is a giant overhead bridge-crane system, which gives wall-to-wall and corner-to-corner coverage of the one-story warehouse. The system includes 12 bridge cranes, some cab- and some floor-operated.

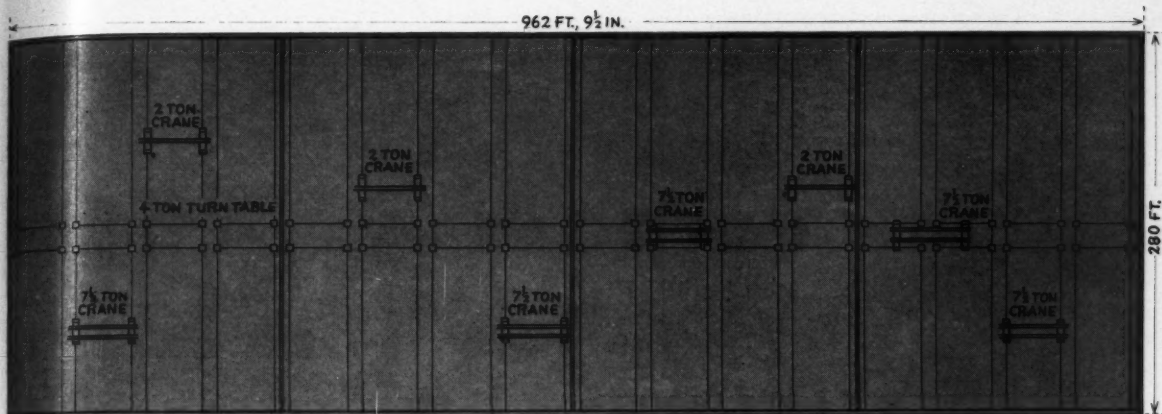
In addition to giving complete coverage to all 16 bays, each one 60 ft wide by approximately 140 ft long, the system had to overcome a physical hazard involving division of the warehouse into four separate sections by a network of fire walls (see floor plan).

Douglas' craneway system requirements demanded:

1. Complete coverage from overhead.
2. A lay-out which would allow any crane to travel the entire warehouse, from bay to bay, without transferring loads.
3. Standardized bridge cranes which could not only negotiate the 60-ft bays, but also move along the 20-ft aisles.

After the overhead track was laid





Fire walls divide 16-bay warehouse into four sections. The small squares represent turntables at aisle intersections

## 100% Coverage

out to cover every corner of the building, the switching problem was met by installation of turntables, controllable from cab or floor. Control of turntable switches is isolated, except for bridges immediately positioned before the switch. The system permits the 60-ft wide bridges to move endways down the narrow aisle trackage.

The 12 bridge-type cranes include: Four 2-ton (turntable) units operated from the floor; four 7½-ton, 1-hoist, cab-operated units; one 7½-ton and 4-ton, double hoist, cab-operated unit, and three 2-ton, non-swiveling, floor-operated bridges. The last three units are used primarily for intra-bay movement.

The system's 15-in. rails, weighing 44lb to the ft (top flange: 8 in. wide, 1 in. thick; bottom flange: 3¼ x 5/8-in.), are rigidly fixed to the building's trusses. Trusses were drilled with lateral slots, while the rails were fabricated with longitudinal slots. These allowed for preliminary and final adjustments before the structures were bolted.

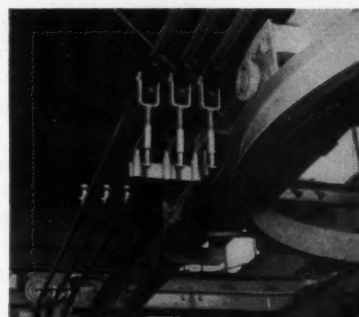
Safety-encasing the craneways'

conduits was accomplished by use of molded plastic and nylon guards. A U-shaped, polystyrene extrusion was molded to cover the galvanized steel, configured conduit bar which carries 440 volts. Top and both sides of the down-hanging conduit are totally enclosed by the plastic shield. Only the bottom—the contact opening—is left unguarded.

A second safety covering, this one of molded nylon, and likewise U-shaped, was designed to enclose the graphitic copper collector bar. When these two—conductor and collector—are in contact, the conductor's plastic guard, flared somewhat at the bottom, overlaps the collector's.

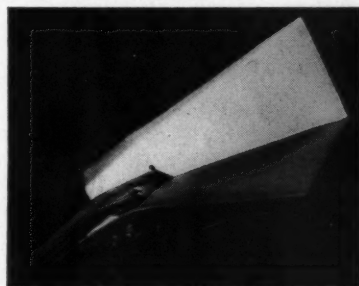
The system's various bay laterals converge upon the center aisle's single longitudinal railway. This created a problem of designing bay-exit turntables that would be responsive to remote control. To solve the problem, each bay's convergence with the center-aisle, there are four turntables. Thus, for 16 bays there are a total of 64 turntables.

The 60-ft wide bridges exit the bays, hit the turntables, and



Pick-up conductor and shield by which crane picks up switch bar at turntable

All cranes in the warehouse are powered by these enclosed safety contacts



move endways (their narrow width) down the center aisle.

The four-bay-exit turntables are paired, with a single short cable (about 30-ft) and an associated ½-hp motor driving each pair. While the pairs are isolated mechanically, they are interconnected electrically so that the push of a button switches all four through their 90-deg turn, accomplishing the switching.

Short-cables and paired turntable drums is the secret to the switching set-up. Seldom is cable adjustment necessary. This in

(Please Turn to Page 56)

## ***Private Carriage***

## ***Common Carriage***

# **How Thin is the**

There is both a narrow and broad dividing area where the twain may never meet, but, also, there are common objectives which should unite both for mutual improvements and against any forced government 'aid'

**By Andrew G. Anderson**

*General Traffic Manager  
Socony-Vacuum Oil Co., Inc., New York, N. Y.*

**P**PRIVATE transportation is among the wonders of the world—such a wonder, in fact, that most Americans simply take it for granted. The very efficiency of this system has kept transportation costs so low as to make them a relatively small part of the purchase price of most goods.

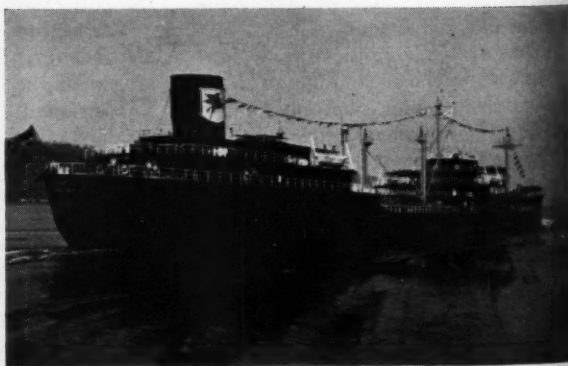
### **Public Carriage**

We have in this country the most highly developed *public* transportation system in the world, created by the enterprise of those who, unlike ourselves, have made transportation their primary business. That business, which requires a tremendous aggregate investment, must be profitable in itself. Yet facilities which would be a poor investment for a public carrier who has no direct control over traffic flow may, nevertheless,



**Left: Section of 14,000-mile pipe line**

**Below: One of 25 ocean-going tankers**



# e Dividing Line?

be sound for a business which can integrate its own transportation facilities with its production and marketing plans.

## Private Carriage

So it is that, extensive as the facilities of common and contract carriers are, the production and distribution requirements peculiar to particular commodities often demand private transportation facilities operated by those responsible for production or marketing or both.

The petroleum industry uses more private carriage by water, pipeline, and highway than any other industry in America. Yet, strange as it may seem, I doubt

that any petroleum company really wants to be a carrier as such. Certainly, S-V does not.

Only when public carriers are not in position to perform the specialized transportation service required do oil companies invest money in transportation facilities. With Socony-Vacuum this \$300,000,000 investment is productive only so long as it permits distribution economies not obtainable from public carriage.

## Aim is Low Cost

And so it is with all industries that furnish and operate their own transportation facilities. Goods are produced for sale, not for transportation. The less one

has to spend on transportation, the more efficiently he can deliver his goods in the market place; expanding the market to his own profit and that of the consumer.

All of us using private carriage are willing, and even eager, to turn our transportation over to *public* carriage—whenever a *public* carrier convinces us he can render the *same* or better service at *lower* cost.

## Primary Business Test

This, it seems to me, is the meaning of the "primary business" test, so ably defended in the Lenoir and Schenley cases. Motive, not outward appearance,

(Please Turn to Page 88)



Andrew G. Anderson

Editor's Note: Mr. Anderson's address, "Private Carriage in American Transportation," was delivered before a recent meeting of the Private Carrier Conference of the American Trucking Association, Inc., in New York, N. Y.

Tank truck, one of 7,000 motor vehicles operated by Socony, takes load of fuel



Long lines of tank cars await switching at Magnolia Petroleum Co. refinery





## Contract Rate Justification

An examination of the Interstate Commerce Act and of the Elkins Act, and of the cases decided by the ICC, leads to the conclusion that if justification is to be found for contract rates via railroads or other common carriers subject to the Interstate Commerce Act, it will be necessary to demonstrate that the making of such rates is justified by the following considerations:

1. Reductions in costs of performing the service by the carriers through:
  - a. Reduced handling costs (larger unit movements);
  - b. Regular steady daily, weekly, monthly or annual movement of traffic as opposed to irregular sporadic movements;
  - c. Movement of shipments in large multiple-car lots;
  - d. Increased volume of traffic which would enable carriers to spread their costs over a larger number of units of traffic;
  - e. Reductions in costs of billing shipments;
  - f. Reductions in solicitation expenses;
  - g. Enabling carriers to estimate traffic requirements in advance and anticipating need for freight cars, motive power and use of facilities; and,
  - h. Application of contract rates without provision of alternative application of standard rates, to save clerical expenses.
2. Making similar contracts available to all others who can use the services under substantially similar circumstances and conditions.
3. Filing of contracts and contract rates with the Interstate Commerce Commission and state commissioners in tariff form as public notice.
4. Absence of any unjust or unreasonable discrimination among shippers, places or commodities under similar circumstances and conditions.
5. The proposed contract railroad rates are not lower than reasonably necessary to meet competition confronting carriers.
6. The amount of reduction in rates as compared with standard rates is not more than 10 per cent; the amount suggested by Commissioner Eastman to be a reasonable spread between volume or cargo rates and single-carload shipment rates in *The Blackstrap Molasses Case*.
7. Basing contract rates above out-of-pocket costs in all cases, and above fully-distributed costs, whenever possible.

By G. Lloyd Wilson

*Professor of Transportation, University of Pennsylvania*

THE QUESTION of the legality of contract railroad freight rates under the provisions of the Interstate Commerce Act is raised by the changes in the British law made by the Transport Act, 1953, which authorizes railways to make contracts with shippers or consignees for the transportation of goods

at special contract rates to meet competitive conditions.

The Act permits the British Transport Commission to establish railway freight rates to apply on the traffic of any trader, whether shipper or consignee, by agreement or contract between the Commission and the trader for the transportation of all or any

## Contract

### An historical and legal

stipulated part of his rail traffic.

Such rates can be made at what the traffic will bear, and the rates may be made without reference to the creation of preferential or prejudicial situations with respect to other shippers or traffic and without the necessity of publication.

These sweeping changes in railway freight rate policy and practices are accomplished by the amendment of British railway legislation which goes back to 1854.

### Contract Rates in the U. S.

Railroads in the United States now use special contracts and contract rates in connection with the transportation of the impedimenta and personnel of circuses and shows. These contracts are executed by the railroads with these organizations under special contract forms which provide for the movements under terms and conditions spelled out in the contracts.

In consideration of the reduced special release rates and the stipulations of the contracts the railroads agree to perform the transportation services provided for as a private or contract carrier and not a common carrier. The transportation service is confined to the regularly employed persons connected with the show and the show outfit, and the paraphernalia loaded in the cars comprising the circus's or show's rolling stock equipment, including the advance movement of the advertising cars. The agreement covers the line-haul rates, track rental for the parking of the cars.

Railroads also make special re-

# Railroad Freight Rate Study

review of the case for and against contract railroad freight rate policies

leased value rates lower than full liability rates upon certain commodities for which limited liability rates are published, including household furniture, carpets and rugs, etc.

The Railway Express Agency publishes all of its rates for railway express and other express services upon the basis of a limited liability of \$50 per shipment of 100 lb or less and of 50¢ per lb with respect to shipments of over 100 lb. The owners of the goods are afforded an opportunity to declare a higher valuation and to purchase insurance through the Express Agency at charges named in the *Express Classification*.

The Interstate Commerce Act authorizes carriers to establish and maintain contracts based upon limited or released liability provided such rates are published, dependent upon a declared or agreed valuation in writing as the released value of the property.

## Periodic Volume

An early decision of the ICC dealt with reduced rates contingent upon the shipment of a stipulated amount of traffic received by a consignee in the course of a year.

The Providence and Worcester Railroad published a tariff which provided, among other things, for a discount of 10 per cent from the published rates to be paid to any person who should receive in the period of one year shipments of coal aggregating 30,000 tons or more at one station on the line of the railroad. The stated purpose of the reduction in rate was to facilitate the quick dispatch or

unloading of the carrier's cars.

The Commission in a report and opinion written by Chairman Thomas M. Cooley held the tariff provisions to be unlawful and the reduced rates to be unjustly discriminatory.

## Unjust Discrimination

It held that the quick dispatch of the coal cars was not a condition of the offer and, even if it were, it was not supported by justice or reason because the limitation to consignees receiving a specified number of tons would be an unjust discrimination.

The reduced rate or offer of discount, it was held, could not be supported on the consideration of the quantity on the analogy of the distinction between wholesale and retail transactions usually made in ordinary business.

The opinion stated, in part: "A discrimination, such as the offer and the acceptance by one or more dealers would create must have a necessary tendency to destroy the business of small dealers . . . the margin of profit on wholesale dealings in coal being very small. The discrimination is, therefore, unjust within the meaning of the law.

## All or None at All

"It cannot be supported by the circumstance that the offer is open to all; for although made to all, it is not possible that all should accept . . . and the principle which would support a 30,000-ton limitation would support one of 50,000 or 100,000 equally well; the quantity named would be arbitrary in any case. It might

be so high as practically to be open to the largest dealer only.

"A railroad company, if allowed to do so, might in this way hand over the whole trade on its road in some necessary article of commerce to a single dealer; for it might at will make the discount equal to or greater than the ordinary profit in the trade; and competition by those who could not get the discount obviously would be then out of the question."

The report conceded that there might be savings in cost and labor to the railroad by having the coal received in large quantities by a single consignee, but held that in any discrimination between dealers justice, "if not a paramount consideration, shall at least be kept in view."

The arrangement was held unlawful as constituting a rebate and in violation of Sections 2 and 3 of the Act to Regulate Commerce. The carrier was ordered to desist from the practice.

## Large and Small Shippers

In a dictum expressed by Commissioner Bragg, in *The Harvard Co. v. Pennsylvania Co. et al.*, involving rates on surgical chairs the report, in commenting upon the right of shippers of large quantities to lower rates than those available for shippers of small quantities stated, in part:

"In such a case mere quantity, not measured by a recognized unit of quantity adapted to carriage and lessening the expense of handling and carriage, cannot be allowed to affect rates in the transportation of property.

(Please Turn to Page 52)

## Hope for the Railroads IF . . . .

# 1955 Is a Year of Decision

**"Failure to make 1955 a year of decision  
sends the rails one year closer to the day  
when rail service will shrink disastrously"**

**T**HE year which is unfolding should be an important period for the railroad industry. I cling to a weak hope that it can be inscribed in history as 12 months of action. But, my expectations are clouded by a basic skepticism that questions whether or not the railroads are completely attuned to the urgency of change. Certainly, there has been a long-standing awareness of the need for something new, but there has been a slowness in realizing how badly changes are needed.

Assuming for the moment that 1955 is not remembered as a year of action either by, or on behalf of, the railroads, I think that our fears for the future of railway transportation might be eased if these 12 months become a year of decision.

### Outlook Encouraging

The prospects are encouraging. First, we have the report of the President's Committee for Transportation.

On a second front is the stimulation of the industry's proxy fights, which indicate that basic stockholder interest goes deeper than relative degrees of management efficiency.

There are other indications. Eastern railroads and representatives of the trucking industry have launched a cooperative effort to work out harmony between the two modes of transportation. A large eastern railroad launches a commendable advertising campaign, and we can find nothing but hearty encouragement in recent statements by ICC members, and other Washingtonians.

### The First Step

Once we realize the importance of these trends, it seems appropriate to ask ourselves how the movements can be turned into needed decisions, and the decisions into deeds.

To make 1955 a railway year of decision, it first becomes necessary to convert the traditionalists

of the railway industry—the diehards who have mellowed under the convenience of being able to say in every difficult situation, "they won't let us do it any other way." The "they" refers, of course, to regulatory groups and other restrictions with which you are all thoroughly familiar.

If the task of converting our diehards looms as too difficult an assignment in the short time in which it should be done, or appears to be an impossible achievement, there is no alternative but to beat down or rout these stultifying elements from our midst.

I recently read something that has a bearing on the traditions and precedents of the railroad industry. It comes from a railroad man's diary dated 1852. In it he spoke about the development of electricity as a form of motive power. Mentioning that many people were enthusiastic about electric locomotives, he said that other groups were turning their backs on it. Speaking of the diehards he encountered, he said that they violently opposed electric motivation because "their fathers prospered in using steam as a locomotive power and they are satisfied to follow in the footprints of their illustrious ancestors."

Any change in railroad thinking and railroad practices is a move which our forefathers never intended. They did not think that these precedents and traditions *should* ever be broken and certainly never contemplated that they *could* be broken.

Look around you today, and I am sure that you will find railroad people and railroad practices that fall into that pattern. You are well aware of the fact that this traditionalism is not something new.

There is no glory in being referred to as a typical railroader. Avoid it and its implications as you would the plague. The connotation that has been read into it in the last few years by the average American citizen adds up not to a compliment, but to an onus.

Editor's Note: Mr. Brown's remarks are excerpted from a recent address before a Chicago audience of railway people.



**By Warren W. Brown**  
*President, Monon Railway*

Naturally, railroad difficulties are partially caused by restrictive legislation and administration, but regulatory authorities are not completely to blame for the declining competitive power of the railway industry. A factor, yes; but, if you believe that railroad ranks have not been completely indoctrinated with a competitive spirit, who can blame a regulatory commission? Also, who can charge restrictive legislation with the competitive jump airlines and trucks have gained by not just indoctrinating their employees with the realities of competitive transportation, but by literally infecting them with it?

The ICC is not responsible for the public's general lack of knowledge of the plight of the railroads in America, and the responsibility for putting that story across in rapid and frequent messages written in easily-understood, imaginative terms does not rest with any other regulatory group.

Unfortunately, the elimination of a negative element from our ranks is not one of the decisions or actions that I mentioned. It is merely the first step before you begin to try to make 1955 a year of decision.

#### **The First Decision**

The first decision is a determination of the corrective legislation that is necessary to relieve the plight of the railroad industry. Although the nation's business is increasing, over the past several years, the railroad's share of total freight and passenger movements has been on the decline.

Our share of total business, regardless of how high that business goes, has no alternative but to continue to decline unless something changes. As long as airlines and trucks and pipelines keep taking larger and larger proportions of the total, and we must take less because of our unequal competitive position, there is no basic alternative for railroad management but to keep raising every index of operating efficiency still higher and higher to show a profit on less and less traffic. But this scheme has obvious limits.

#### **Major Changes Ahead?**

The report of the President's Committee or what we know of it, impresses me very much. For instance, it appears that there might be more freedom for small railroads and truck lines to merge with others.

We also see the possibility that a railroad might be able to own an airline and a truckline, and perhaps even a fleet of ships. Similarly, a trucking operator might be permitted to purchase a railroad, while a steamship firm could perhaps enter the airline business.

The realization that the day may yet come when users of transportation could deal with transit firms offering complete land, sea and air media is somewhat difficult to comprehend, but certainly it is not unpleasant to think about.

## **EDITORIAL COMMENT**

Warren W. Brown does it again!

With clear logic and forceful language, he sums up the railroad industry's plight and points to "the first step before you begin to try to make 1955 a year of decision."

"The traditionalists," he said, "either must be 'converted' or there is no alternative but to beat down or rout those stultifying elements from our midst."

We applaud with Mr. Brown the constructive trends of some eastern railroads. And we want to underscore his comments about infusing railroad personnel with the realities of competition:

On July 30, 1954—a few months after three eastern railroads acquired new presidents—we wrote to each inviting comments, for publication, on what their respective companies were planning and doing in the way of improvements in freight handling and transportation. What do you think happened?

On August 10, 1954, we received a letter from the chief clerk of The Pennsy saying our letter arrived too late to meet our copy date of August 9th and, anyhow, President Symes was on vacation.

Weeks later, we received a very nice letter from President Perlman of The NYC. He had been on an extended inspection tour of his road and was sorry that he hadn't the opportunity to comply.

We have yet to hear from President McGinnis or anyone from The New Haven.

Just think: There was an opportunity for a good public relations job with the nation's Industrial Traffic Managers—and it died aborning.

If this had happened to three similarly prominent trucking firms or industrial organizations, the presidents' aides would have been scalped. But you can bet it would have worked this way: The secretary, assistant or VP would have contacted the boss, wherever he was. He would have supplied the remarks and, by 'phone or telegraph, we would have had our copy within a few hours.

Yes, our experiences with railroad people have been very frustrating. If the industry ever needed a Moses to lead it out of the wilderness, Warren W. Brown is the man! We only hope that he has as much patience as wisdom, and that he does not smash his "tablets" on the rocks of despair.

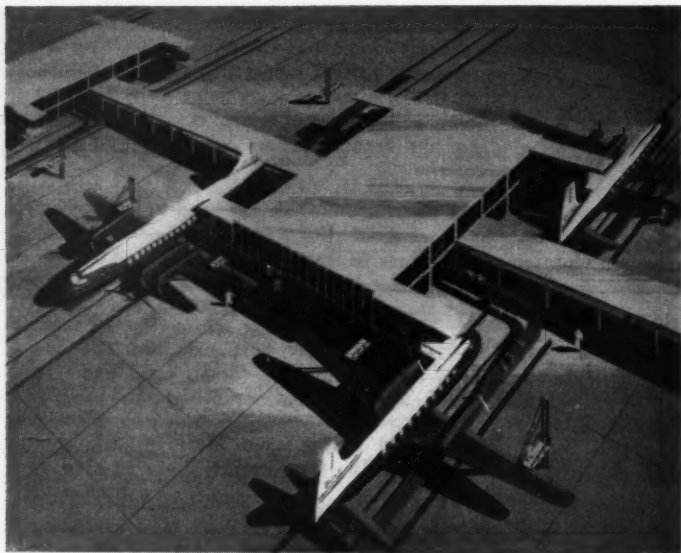
If the knowledge we have about the report is correct, agencies of transportation also would have greater freedom in pricing their product, without too much interference from the ICC and the CAB. However, the inference is plain that these groups would still exercise a measure of control over price practices.

Finally, the ICC could be used as a repeal agency  
(Please Turn to Page 61)

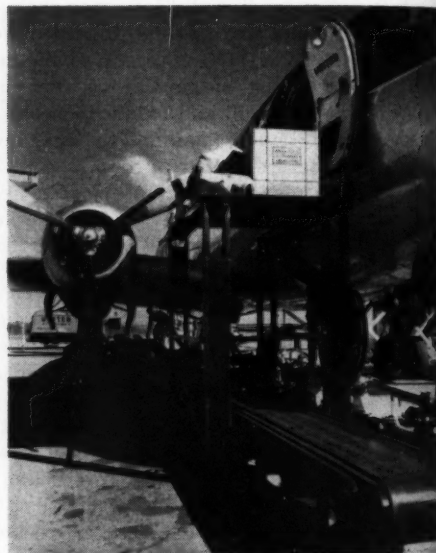
# AIR DOCKS

## Brighten Ground Handling

In this new type dock the aircraft becomes the mobile element, while its service equipment



Artist's conception shows towing arrangement, parking, complete building



Conveyor belt is straddled by 3 hydraulic hoists which facilitate loading

**A**N AIR dock which could revolutionize present methods of loading and unloading airliners has been successfully tested in a full scale mock-up at the Denver Operating Base of United Air Lines.

In trials with a DC-6B Mainliner, the plane was emptied of passengers and its dummy load of mail, baggage, express and freight in only four minutes. These results are regarded as a rough approximation of unloading time which would be achieved under actual operating conditions. On-loading also would be greatly expedited, it is expected.

As evident in the mock-up, the air dock reverses traditional ramp

procedure. The aircraft become the mobile element while their servicing facilities are stationary. Instead of bringing items to a parked plane, the plane is towed into the air dock where all items are available at fixed locations.

In its present stage the mock-up has only a working minimum of parts. They consist of a passenger bridge, a sorting table for baggage and cargo, a starboard wing fueling boom, power driven conveyor belt, three hydraulic cargo lifts, a winch and gasoline engine, steel guide trench and positioning rig. There also are three carts to handle pre-loaded and pre-weighed outbound cargo.

In a series of recent try-outs, a DC-6B Mainliner, carrying a typical load of passengers, baggage and cargo, taxied to the end of the steel guide trench. The plane halted with its tail toward the mock-up. Ramp workers slipped the yoke of the positioning rig over the nose wheel and attached a direction-corrective arm under the port wing. The winch started up, drawing the plane tail-first into air dock.

Passengers filed out on a bridge at the same level as the cabin door. Workers, meanwhile, began unloading baggage and cargo on a conveyor belt, running parallel to the starboard side of the fuselage. The 10-ft belt travels at 120 fpm.

# Picture

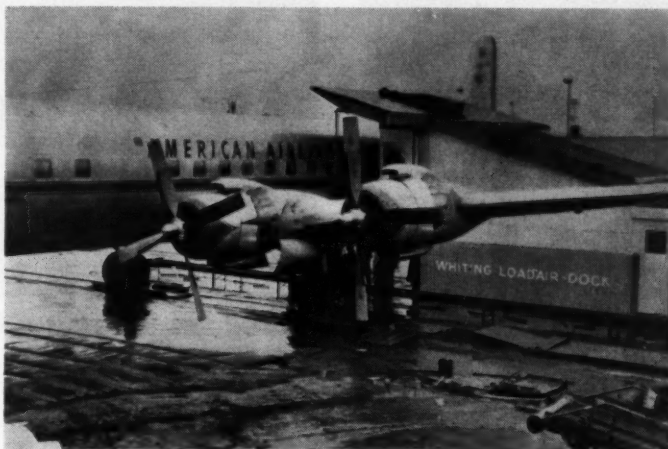
and facilities remain stationary



Conveyor belt carries mail, baggage, and cargo to lazy Susan sorting table

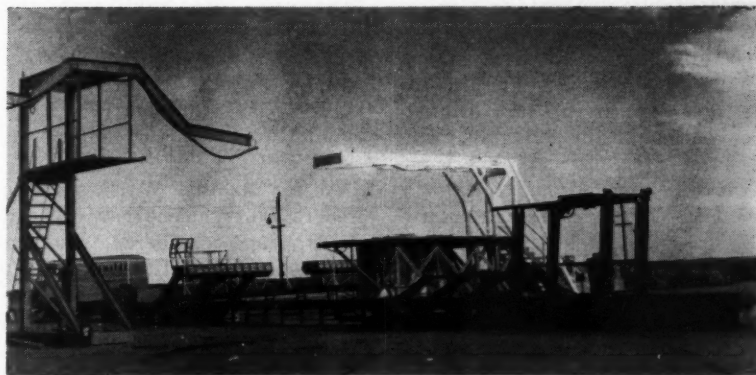
The baggage and cargo flowed swiftly onto a revolving circular table in an area designated as the cargo work center. Workers removed baggage from the table for claiming by passengers as they walked down from the overhead bridge. A finished installation would have additional conveyors to carry away mail, express, freight and baggage from the sorting table.

Outbound loading then began. Three carts, pre-loaded with baggage and cargo, moved out of the work center on the conveyor belt which now ran planewards. The first cart contained items for Pits 1 and 2, the second held cargo for Pit 3, the third for Pit 4.



## Another Step in the Same Direction

The first passengers in air transportation history to pass from a terminal to an airplane without going outdoors boarded this plane at Idlewild Airport on Dec. 15. The plane is moved sideways to the finger of the terminal by means of a special loading mechanism. The system moves the plane along tracks to a point where the cabin door is flush with the entrance to the terminal. The plane is moved laterally on dollies on rails. The system is push-button controlled. Baggage, mail, and cargo handling conveyors connect the various cargo hatches of the plane directly to the baggage claiming and airfreight areas. The conveyors move at a speed of 150 fpm.



In addition to hoists straddling conveyor belt, close-up shows fuelling boom (left) and the unfinished passenger bridge (center)

When the carts arrived below their specified pits, they automatically tripped off hydraulic lifts which rose to proper height under the control of cargo handlers. After the cargo was stowed and passengers boarded, the plane was quickly

towed nose-first from the mock-up.

Time studies of outbound servicing operations have not been undertaken in this phase of mock-up testing because outlets for gas, oil and other supplies have not been built. •





Joseph P. Walsh, general counsel, Sinclair Oil Corp., speaking at luncheon



William A. Quinlan, special counsel, discusses legal decision. Others in workshop forum are (l to r) H. O. Mathews, Quinlan, Gavin Laurie, and Orville Brouer

## Private Truck Council Elects

President's highway program, public relations, third structure taxes, topics at

**P**RESIDENT Eisenhower's proposed highway building program, the need for adequate public relations, third structure taxes, and threats to private truck owners were major topics of discussion Jan. 20-21 in New York at the 16th Annual Convention of the Private Truck Council of America, American Trucking Associations, Inc.

A. B. Gorman, Esso Standard Oil Co., was re-elected president of the Council, and Robert C. Hibben, International Assn. of Ice Cream Manufacturers, was re-elected treasurer.

New regional vice presidents named include: C. S. Decker, Borden Co., Eastern; Hugo Waninger, Anheuser-Busch, Central; G. D. Thompson, J. D. Stevens & Co., Southeastern; G. W. Magee, Coca-Cola Bottling Co., Western. In addition, 10 new directors were named for 3-year terms.

### Luncheon Speakers

"Road Blocks, Toll Gates, Detours on Highways of Life,"

was the subject of Joseph P. Walsh, general counsel, Sinclair Oil Corp., speaker at the opening luncheon. He said that the founders of this nation never intended for so much concentration in the Federal government as exists today and that this trend should not only be halted but reversed.

As for taxation, Walsh said the Federal government has invaded fields long considered reserved to the municipalities and the states. Commenting on some recent decisions of the United States Supreme Court, he added that it is now impossible to have a clear understanding as to what constitutes interstate commerce, as practically every activity can be said to affect interstate commerce.

Senator George W. Malone, Nevada, was the speaker at the closing luncheon. He told a capacity audience that he does not believe that it is practical for the government to regulate private truck operators who carry

their own products. Unfortunately, continued the Senator, a few spoil it for all, and he suggested that perhaps one way for private truck operators to protect themselves is to do their own policing.

### Public Relations Forum

"Today's Urgent Need for Public Relations" was the subject of Rex Paxton, director, Public Relations, Sutherland Paper Co., who was the principal speaker immediately after lunch on Jan. 20. In the course of his talk he said: "In public relations it isn't what you say, it's what you do, and what you are. Every statement you make must be the whole truth—honest, factual, accurate. We must remember that public relations is not a campaign. It is a continuing plan of corporate behavior, reflecting genuine integrity, and a complete understanding of public responsibility.

"Public relations is the function concerned with the earning of deserved public recognition and respect. Public relations is the



Henry Rowald, of Mack Motor Truck, presiding at Public Relations forum

## Gorman

### 16th Annual Meeting

'voice' of this Council. There are acute problems in this industry now, and this 'voice' can be applied to these problems."

Other panel members were Barney Bildersee, Allied Public Relations Associates; H. W. Allen, Johns-Manville Corp., and George R. Abels, Truck-Trailer Manufacturers Assn.

#### Private Truck Challenge

"Private Truck Challenge—Let's Face It" was the convention theme and was the subject of a talk by William H. Ott, Jr., Kraft Foods Co., a former president of the Council and now a member of the Board of Directors.

Speaking of the President's Cabinet Committee on Transportation and Organization, Ott said: "The Cabinet Committee originated, as I understand the situation, as the result of efforts by the rail lines to bring about regulatory conditions expected to improve their financial situation. It is to be expected that among

(Please Turn to Page 57)

## Two-Way Radio Cuts Mileage, Ups Tonnage

Radio contact has placed each of this motor freight firm's trucks within immediate reach

**L**EE WAY Motor Freight Inc. of Oklahoma City, Okla., has increased its operations by taking advantage of the newest tool for increasing trucking efficiency.

Two-way radio contact has placed every truck within quick, easy reach of the dispatcher. By simply pressing his microphone button, the dispatcher can talk with any of the truck drivers no matter where they might be located in Oklahoma City. This means that a driver can be contacted instantly for rush pick-ups.

In addition, a stop missed does not mean an extra two-way trip at a loss. When informed that one of their trucks has missed a pick-up, the dispatcher now calls the driver immediately, informs him he has missed a stop and directs him to make the pick-up before he returns to the terminal.

Lee Way officials maintain that the faster service they are

equipped to give their customers has substantially increased the amount of trucking they handle each day.

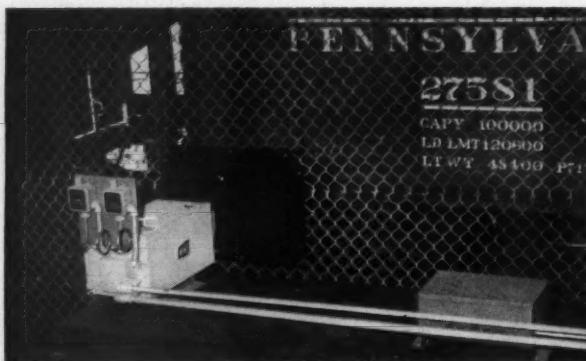
The radio dispatcher in the new freight terminal building uses a remote control consolette located on a corner of his desk to dispatch instructions and answer the questions of the drivers who may be anywhere in Oklahoma City.

This unit operates the base station facilities on the top floor of the First National Bank Building, located nearby. The 20-watt base station signal is sufficiently strong to provide perfect communication to any truck within miles.

Each mobile unit is installed in a weatherproof housing mounted under the truck body. The cables from it to the controls within the cab are sheathed in flexible conduit. The control head and loudspeaker are dashboard mounted within easy reach of the driver. •

Left: Lee Way driver checks an address with dispatcher at company office. Right: Dispatcher contacts a truck for a rush pick-up order





Above: Trains entering the 40-ft TV shed slow down to 10 mph as a camera picks up and transmits car numbers  
Right: Some two miles away, car numbers are flashed on a screen, where clerks record the data on tape



## TV Time in the Yards Speeds Car Identification

**Incoming cars in the Potomac Yard are identified by television, effecting an approximate 40 per cent saving in operating costs**

**F**REIGHT cars get top billing over quiz shows and comics in a closed television circuit operated on an around-the-clock basis in the giant Potomac Rail Yards, in Alexandria, Va., near Washington.

Each car rolling into the yard from a Southern point passes through a 40-ft. TV shed. In the floodlit shed, two TV cameras pick up a picture of and transmit it to a receiving set some two miles away.

Trains moving through the shed reduce their speed to approximately 10 mph, permitting the numbers and initials of each car to be televised. At the receiving point, a yard clerk with a microphone records on tape the identifying information.

Car record offices, using this information, can have any given car switched to one of the 49 north-bound classification tracks on which other trains will be made up.

Installation costs on the system ran to approximately \$30,000, but

it is expected that annual savings will amortize the cost in short order.

It is estimated that almost 40 per cent of operating costs can be saved on a yearly basis, for the following reasons:

1. TV identification of incoming cars is considerably faster than car checking performed by men on foot.
2. Since car record offices obtain the necessary data even before trains from the South reach the receiving yard, there is no delay.
3. Waybill processing moves at a greater speed.
4. New trains are made up with a minimum of lost time.

Item No. 4 is particularly important at the Potomac Yard, with its 115 miles of track, where approximately 70 freight trains are inspected, serviced, and switched each day.

All equipment is electronically controlled. The approach of an incoming train switches on the cameras and receivers in time to permit

them to warm up. There is no danger of a train passing in front of a camera with no one on duty at the receiving screens in the yard office. Cameras and receivers are actuated approximately one minute before the train passes through the TV shed. This signal turns on a loud buzzer located next to the receiving sets.

Nearby, 12 to 14 clerks are on duty constantly. Any one of the clerks is trained to turn off the buzzer and record the information.

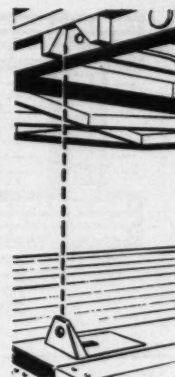
Thermostats in the cameras hold the temperature with a 20-deg range. All of the equipment is, to a certain extent, custom built for this type of service. The cameras are commercial, but the screens measure only 8 in. wide by 12 in. long.

Results of the present system have been so satisfactory that yard officials are contemplating installation of a sister system on the south-bound receiving tracks. •





For long, cross-country hauls, vans may be transported three to a standard railroad flat car. Locking device is circled. Pin is automatically disengaged when forks or load hooks make entry.



Cut-away view of automatic lock

## Van System Suggests Junior Piggy-Back

Savings of up to 40¢ per cwt are predicted for new freight handling system designed to integrate rail and truck operations in lcl and ltl fields



Straddle carrier can be used to load vans on flatbed trailers, semi-trailers

**A** NEW freight handling system, designed to integrate rail and motor truck operations, particularly in the lcl and ltl fields, has been introduced by Clark Equipment Co.

### Mobile Warehouse

Called the Mobilvan System, it provides for consolidated movement of freight, and can be used as a portable warehouse, either indoor or outdoor. It is based on the use of a light-weight van, 17 ft long, 8 ft wide, and 8 ft high. The van features an automatic locking device which enables it to be fastened securely to the bed of a railroad flat car or the body of a flatbed highway truck.

The vans are loaded and unloaded from trailers and flat cars by means of a heavy-duty fork truck or a straddle type carrier. The locking device is au-

tomatically disengaged when the forks are inserted or the load hook positioned. When the van is dropped in place on a trailer or flat car and the forks or load hooks are retracted, the locking device is actuated.

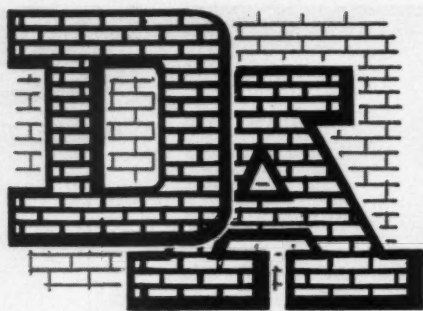
Clark claims that road tests have demonstrated that the locks remain secure under the most severe road shock, in exaggerated railroad humping operations, and regardless of the load distribution within the van.

### Van Specifications

The 3,000-lb van has a 20,000-lb capacity. Two vans can be transported on a conventional 35-ft semi-trailer, one on a city delivery flatbed truck, and three on a standard 53-ft, 6-in. railroad flat car. Smaller units are planned, which will fit three to a 35-ft trailer.

Merchandise is loaded into the van at the shipper's loading dock. During loading, the van can be either on a flatbed truck trailer, or, if the shipper has a fork-lift truck, it can be at ground or floor level. Movements of the van between a loading dock and flatcar or a trailer also can be accomplished by using a large straddle carrier.

Once loaded, the van is hauled to the railroad freight terminal, removed from the highway truck by a fork-lift truck or a straddle carrier and placed aboard a railroad flat car. Or, the container could be carried by truck to a trucking terminal to be combined with another van on a highway trailer for a long overland haul. At the end of its rail journey the van is removed from the flatcar by a fork-lift truck or straddle carrier. (Please Turn to Page 59)

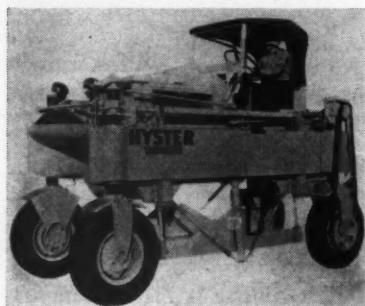


# NEW PRODUCTS *and* EQUIPMENT

FOR FURTHER INFORMATION USE READERS' SERVICE

## Straddle Truck

The Hyster Co. has announced availability of a new 20,000-lb capacity straddle truck. The new unit, Model MD, has a lifting capacity 2,000 lb greater than that



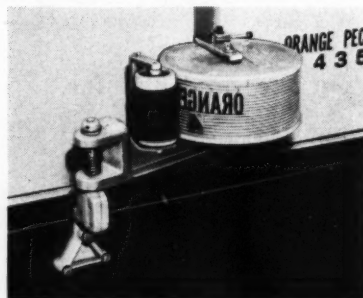
of the previous similar M3 Model of 18,000 lb capacity. Power has been increased from 82 hp to 91 hp. Improvements include a 12-in. clutch, vacuum power brakes and hypoid differential. Package sizes are available up to a new maximum height of 78-in. or a new maximum width of 76 in.

Circle 35 on Card Facing Page 49

## Case Marker

A new rotary, friction-driven case marker, Model 113, that incorporates features of interest to users of corrugated and fibre shipping cases, has been announced by Adolph Gottscho, Inc. The new model is designed for attachment to a conveyor or case-sealer where it imprints code-dates, lot numbers, brands, varieties and similar changeable legends on

sides of cases as they pass through a regular production or handling operation. The new

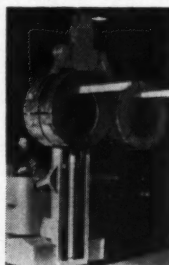


model also has been specially designed to place only one accurately positioned imprint on cases over 24 in. long.

Circle 36 on Card Facing Page 49

## Split Ram Attachment

A 15,000-lb capacity industrial truck equipped with a special hydraulic split ram which acts as a single ram or a pair of forks for handling one large coil or two smaller coils, or packs of sheet, has been developed by The Elwell-Parker Electric Co. The attachment may be used with either electric or gas-electric powered trucks. The length of the ram or the height of the lift can be altered to suit individual requirements.



Circle 37 on Card Facing Page 49

## Plastic-Cased Battery

A new plastic-cased battery, UL approved, designed specifically for emergency lighting, has been announced by Exide Industrial Div., of The Electric Storage Battery

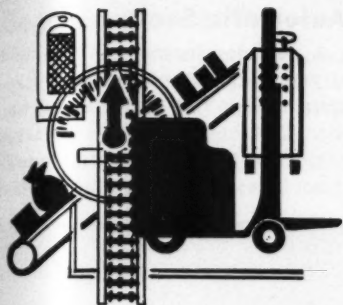


Co. Eight to twelve years of useful life is anticipated for the 3-COE-7, according to the manufacturer. Polystyrene, a clear, heat resistant plastic, was selected for the container and cover of the new unit. The battery requires addition of water only once or twice a year, and is available in several capacities and container styles.

Circle 38 on Card Facing Page 49

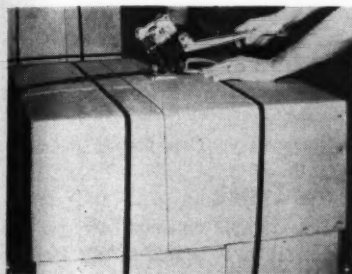
## Packing Method

Signode Steel Strapping Co., introduces a new method of packing, utilizing 8 modular units of slotted and scored fibreboard sheets, which when assembled act as an outer pack to smaller packages. Four sections comprise the bottom, four more comprise the



**CARD...PAGE 49**

top. All sections are identical and interchangeable. They telescope, allowing the sections to conform

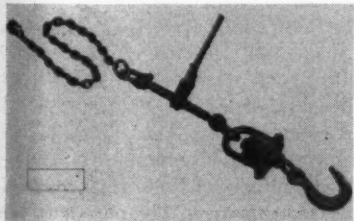


to the inner containers. Stock sections will contain shipments ranging in size from 18x18x7 in. up to 38x28x24 in.

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### Piggy-Back Tie Down

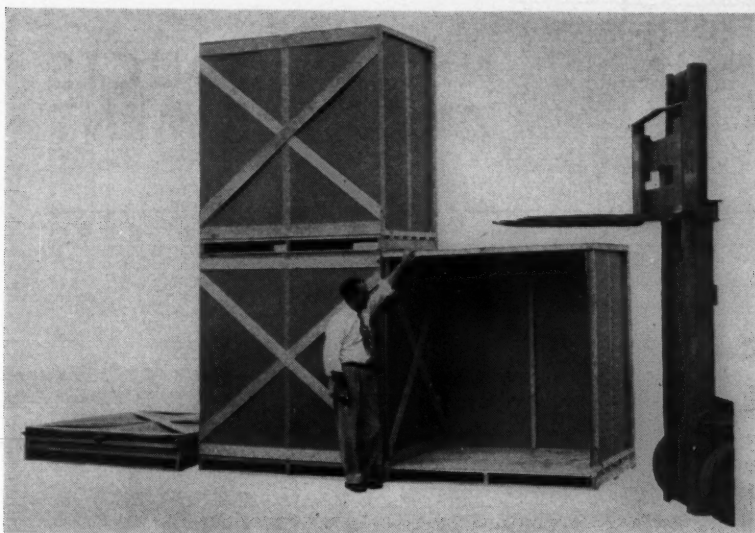
Designed and built by American Forge and Mfg. Co., this tie down incorporates a new type snubber to absorb shock and thrust, and employs a ratchet type binder to



position, tighten and hold trailers on flat cars. Developments include such variations as the use of standard car springs, and fixed sliding grab on rail.

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## Palletized Container for Handling & Warehousing



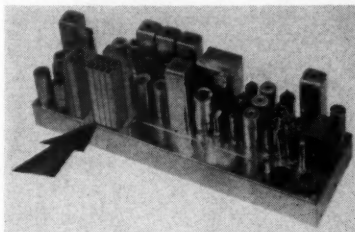
Circle 41 on Card Facing Page 49

A new method for handling and warehousing household goods has been designed and developed by the **Evans Container Corp.** It is claimed that the new system incorporates the advantages of present methods of palletized handling with additional features that solve many problems inherent in present warehouse practices, through the use of an entirely new type of low-cost, knock-down palletized container. The con-

tainers are assembled, locked and braced in one operation, and the use of nails, screws, tapes, etc., is eliminated. Multiple stacking of loaded containers is no problem, and it is possible for household goods to be assembled and packed for storage as they are placed on trucks at the home and never repacked in the warehouse. The containers can be disassembled and reassembled quickly, without the use of special tools.

### Two-Way Radio

Greater R. F. selectivity and increased reliability are features of an improved mobile radio

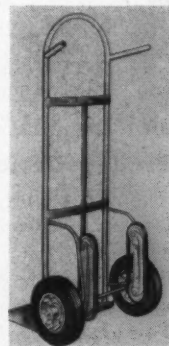


receiver recently placed in production by **Motorola**. The new universal 6/12 volt unit operates in the 450-470 mc range. The unusually low insertion loss (less than 2 db.) of a multiple tuned cavity preselector, combined with a crystal diode mixer, entirely eliminates the need for R. F. amplifier tubes.

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### New Hand Truck

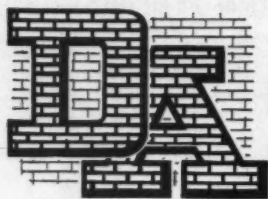
A new line of trucks, equipped with non-mar and easier operating stair glides, has been announced by **Nutting Truck and Cast-er Co.** The glide assemblies are equipped with rubberized fabric V-belts which cannot damage stairs. These lightweight trucks, which handle a variety of items, are available with single or double handles, and open or solid plate noses in 5-; 7-; or 9-in. lengths. Frame size is 14 x 47 in. high.



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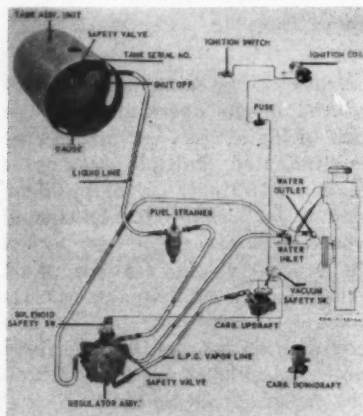


## NEW PRODUCTS and EQUIPMENT

Continued from previous page

### Conversion Kits

Clark Equipment Co. has announced that users of gas-powered fork trucks can now have their machines adapted to liquefied petroleum gas power through installation of a conversion kit

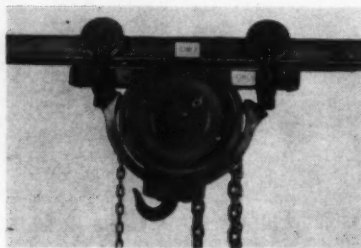


recently made available. The kits include the same components used in LP-Gas production models, and items furnished with the kit are UL-approved. Conversions can now be made on the standard Clipper, Carloader, Yardlift 40 and Utilitrac models.

Circle 44 on Card Facing Page 49

### Trolley Design

A new trolley design developed for low headroom situations, and available for use with chain blocks, electric hoists and special applications, is announced by The Forker Corp. The new design enables the chain block or hoist to be built-in, rather than hook-suspended. Clearance between loadbar and track has been reduced to  $\frac{1}{2}$  in., and the distance from track flange to the hook in uppermost position is 15 in. representing a headroom savings of

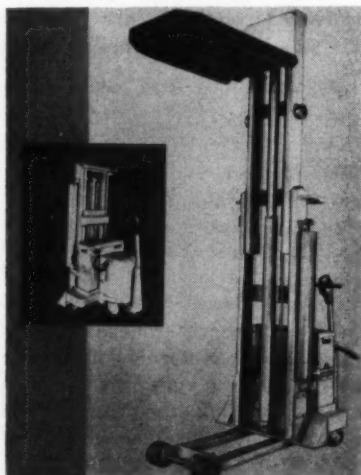


approximately  $\frac{1}{2}$  ft. The unit is available for one, two and three-ton trolleys of four or eight-wheel design.

Circle 45 on Card Facing Page 49

### High-Lift Truck

Lift Trucks, Inc., has announced their new "K" hydroelectric hand motorized high lift platform truck. The unit is manufactured in 2,000 and 3,000-lb capacities. The mast assembly is telescopic with roller type construction having lifts of 60, 108, and 120 in. The platform

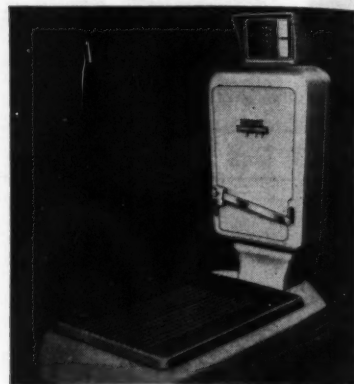


is 7 in. lowered height minimum; 24 and 26 in. wide. Lengths from 36 to 60 in.

Circle 46 on Card Facing Page 49

### Automatic Scale

A new development in the field of weighing has recently been announced by The Howe Scale Co., Inc. This automatic unit features projection type of weight indication. The exact weight is flashed

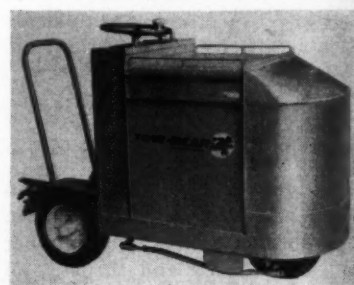


on a large, wide-angle screen. The weight unit incorporates the use of a precision chart on microfilm. The figures and graduations are magnified by means of optical projection and are reflected on the screen.

Circle 47 on Card Facing Page 49

### Tow Truck

Tow-Bear, claimed to be the original tow truck of its kind to operate on dependable, low-cost

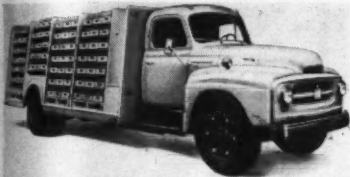


automotive-type batteries, is being introduced by Tow-Bear Division. According to the manufacturer,  $6\frac{1}{2}$  years of combined service has been recorded in the test fleet of 9 machines without a single battery change. Designed for multi-item loads, and for use in confined areas, this new 100 per cent hydraulic, 3-wheel tow truck is available in standard and all-purpose models. All components are standard automotive and industrial units.

Circle 48 on Card Facing Page 49

## Low-Bed Chassis

A new, low-bed chassis has been made available in nine International R-160, R-170 and R-180 series motor truck models, by the International Harvester Co. Frames of the three special R-160 series models, has been lowered 8 3/16 in. A 9-in. drop has been provided in frames of the six R-170 and R-180 series models. For the R-160 series, the low-frame

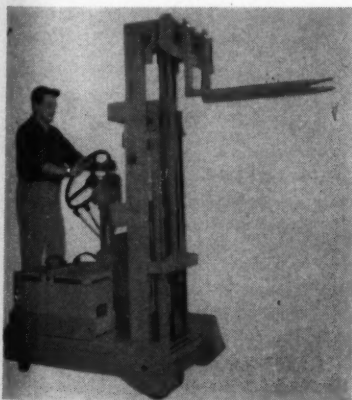


feature is offered in 154 and 172-in. wheelbases. The special chassis is available in a 172-in. wheelbase in both R-170 and R-180 series models and 190-in. wheelbase in R-180 series models.

Circle 49 on Card Facing Page 49

## Stand-Up Truck

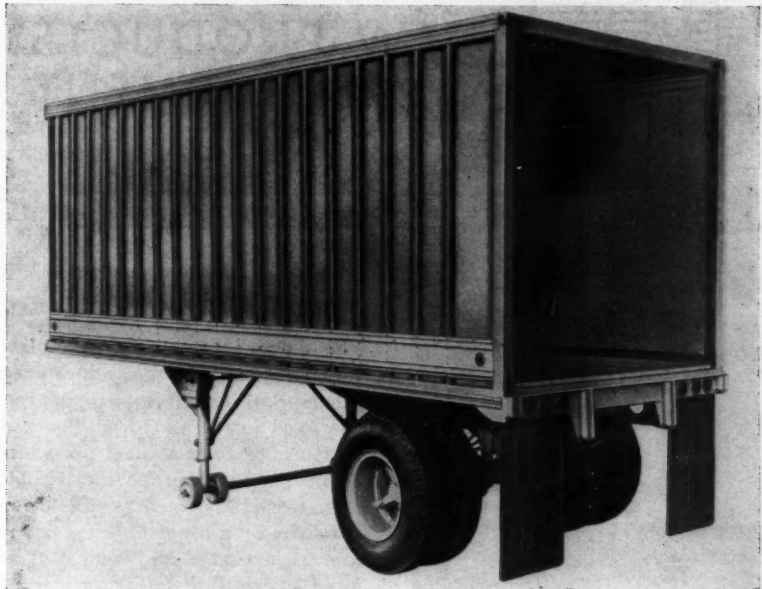
A new stand-up fork truck, now is being manufactured by Market Forge Co. This new unit allows the use of two batteries placed on either side of the operator. The storage batteries, either 12 volt units connected in parallel for independent or simultaneous use, or 6 volt units connected in series provide up to 800 amp hrs capacity. Measuring only 31 or 42 in. in



width and 58 3/4 in. in length, not including forks, and with a turning radius of only 52 in., the truck provides an all-purpose tool for handling materials and the performance of maintenance, etc.

Circle 50 on Card Facing Page 49

## New Integral Post All-Steel Van



Circle 51 on Card Facing Page 49

Trailmobile's new IP (Integral Post) trailers are high cube, low-cost, and lighter by nearly three-quarters-of-a-ton in the 35-ft class. Four new models make up the line—open and closed top vans, city delivery trailers, and grain and citrus units. The new IP all-steel van weighs less than its opposite number in a 1954 model in the aluminum van class, and has a 20% greater cube. It is

higher, wider and longer on the inside. Specifications as compared with a leading all-steel corrugated van showed the IP van weighed 800 lb less. The integral posts are actually closed exterior posts, stamped as an integral part of the panels and closed by 44 spot welds when the panels are joined. The panels provide a smooth interior that doesn't need a lining—even for fork truck loading.

## Portable Dumper

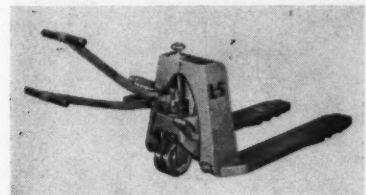
The Gifford-Wood Co. announces a new portable drum dumper for mechanically emptying drums or barrels. This semi-automatic dumper avoids manual lifting, speeds drum dumping, eliminates shrinkage and provides dust-free emptying. The frame is constructed of structural steel members mounted on steel casters. The gig rides on rollers and is elevated and lowered by a cable which operates on a motor-driven drum. The entire operation is controlled by one man.



Circle 52 on Card Facing Page 49

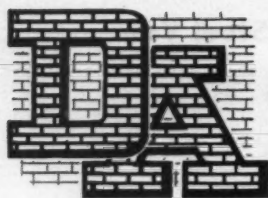
## Safety Brake

For operations where a hydraulic pallet truck must be used on grades, this lightweight truck from Lewis-Shepard Products, Inc., offers a unique safety brake which operates on the front wheels



of the truck, not on the floor. The brake in no way interferes with the normal operation of the truck and will not damage floors. Weighing only 250 lb. the truck will carry 2,000-lb loads.

Circle 53 on Card Facing Page 49  
(Please Turn Page)



## NEW PRODUCTS and EQUIPMENT

Continued from previous page

### Low Headroom

Automatic Transportation Co.'s new low-profile Skylift is compared against the shadow of a conventional fork truck. The operator's head is below the tops of

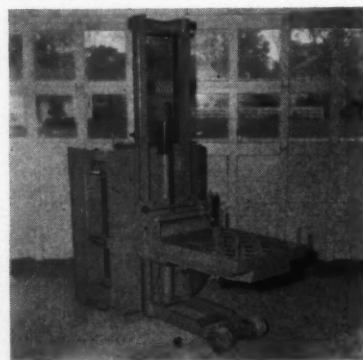


the fork masts, 68 in. above the ground, and enables him to enter a semi-trailer or pass under low clearance obstacles. The seat of the new unit is 32 in. above the ground. The new electric truck also can make a right angle turn in 114 in. with a 48-in. pallet load.

Circle 54 on Card Facing Page 49

### Ball Transfers

Raymond Corp. recently announced the availability of a new retractable ball transfer attach-



ment of a standard electric truck, in connection with die handling.

The device consists of two platforms arranged one above the other. Ball transfers are set on the fixed lower platform. The top platform of formed steel plate has openings directly above the ball transfers. It is fixed to the lower platform by a hinged arrangement and is actuated by means of a hand hydraulic pump. The use of ball transfers allows a worker to load or unload from the front or either side of the platform. Capacity is 2,000 lb.

Circle 55 on Card Facing Page 49

### All-Weather Cab

A new all-weather, low-cost cab for industrial tractors, has been developed by Mercury Mfg. Co. It was designed specifically for

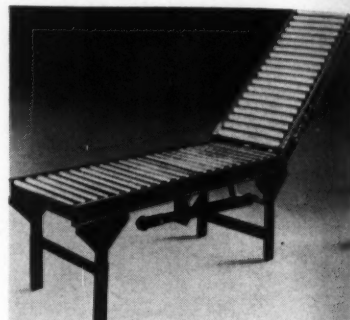


the Model A-460 gasoline tractor. The all-steel 12-gauge body can be supplied to customers for mounting on their own tractors. Half-doors and canvas roll-down curtains completely enclose the cab. Besides the heater, defroster, windshield wiper and curtains, other desirable attachments include head lights, tail lights and directional turn signals.

Circle 56 on Card Facing Page 49

### Conveyor Attachment

Sage Equipment Co. announces the addition of a spring counter balanced gate to its line of con-



veyors. The unit is completely enclosed and mounted underneath the conveyor. This new gate can be used across aisles, and is available with gravity roller or wheel conveyors in a wide range of capacities, lengths and widths.

Circle 57 on Card Facing Page 49

### 1/4-Ton Capacity

Production of a quarter-ton capacity, electrically driven "truckster" has just been announced by the Cushman Motor Works, Inc. It is claimed the new machine, Model 731 Electric, will travel up to 40 miles without recharging, and is ideal for transporting two passengers and loads up to a quarter ton in industrial locations. The new unit has two speeds (5 and 11 mph) forward



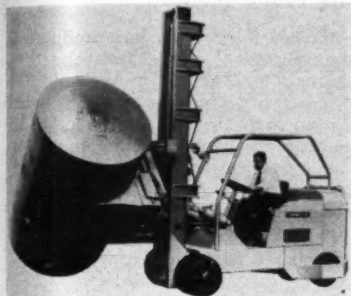
and one reverse, plus a 99-in. turning width. Ground clearance is 4½ in., and overall width is 40 in. It is powered with four 165 ampere automotive batteries, and a 1¼ hp traction type motor.

Circle 58 on Card Facing Page 49



## Truck Attachment

A new upending roll clamp was developed by **Towmotor Corp.**, for use in transporting, stacking, and unstacking paper rolls from 40 to 60 in. in diameter, and from 65 to 85 in. long. When installed on a fork lift truck, this new clamp can raise 6,000-lb rolls up to 210 in. and 7,000-lb rolls up to 190 in. Designed to pick up a "free" roll

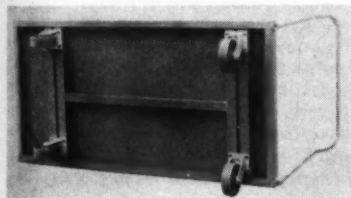


from the horizontal position, this 90-deg clamp has one movable shoe on the actuated arm and one fixed shoe on the stationary arm.

Circle 59 on Card Facing Page 49

## Platform Truck

Six models in a new line of all-steel platform trucks, were recently announced by the **Bacon Metal Products Co.** Features in-



clude a new inner chassis, a one-piece steel deck, and one-piece removable handles. Trucks are available in capacities from 400 to 8,000 lb, and are equipped with a choice of plain, roller and ball-bearing running gear. Both standard and tilt types are manufactured.

Circle 60 on Card Facing Page 49

## Strapping Dispenser

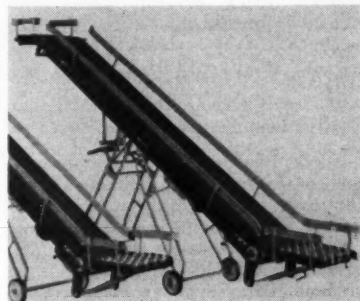
A new, electrically-operated steel strapping dispenser for rapid banding of shipments, has recently been introduced by the **Allegheny Steel Band Co.** It is equipped with a magnetic brake for quick stopping and to prevent

overruns. Available with or without shear, this push-button dispenser is designed in three models to handle full coils of  $\frac{3}{4}$ -;  $1\frac{1}{4}$ -; and 2-in. steel banding, and will dispense at the rate of 250 ft per minute.

Circle 61 on Card Facing Page 49

## Portable Conveyor

Fifteen new, improved models of portable power belt conveyors have been announced by **Arrow Products, Inc.** The new units are designed for package or bag handling application, loading or unloading box cars, trucks or

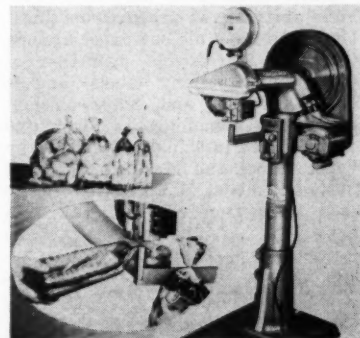


trailers. They are used as a booster in a line of gravity conveyor or as a stacker in warehouse operations. They are available in various lengths and widths.

Circle 62 on Card Facing Page 49

## Bag Stitcher

A vegetable bag stitcher, model VB-1244, designed to place a wire stitch around the twisted neck of a filled polyethylene film or similar type of bag, has been manufactured by **Diagraph-Bradley Inds.,**

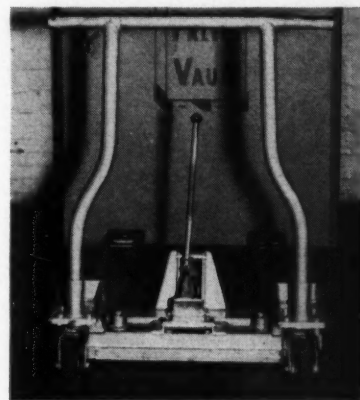


Inc. Standard height of stitching point is 44 in. from floor. The unit is equipped to handle No. 20 x No. 25 wire,  $\frac{3}{8}$ -in. crown staple.

Circle 63 on Card Facing Page 49

## Pallet Jack Lift

A new, 2,500-lb hydraulic pallet jack lift has been developed by the **General Van and Storage Co.** Features include simple and rugged design on six load carrying wheels, tandem rear wheels that prevent stalling, vertical load raising, and a wide rigid crossbar



handle. Specifications include: length of forks, 54 in.; width of forks, 30 in.; lowered height,  $3\frac{3}{4}$  in.; lifting height,  $5\frac{1}{2}$  in.; and weight, 294 lb.

Circle 64 on Card Facing Page 49

## Tote Box Truck

A new tote box truck, Model 2A, developed by **Teichtmann Industries,** is for handling heavy materials in single or stacked boxes. This truck is of welded



construction having a pivoted carrier platform which tilts to the floor to an incline position for loading. A hook at the end of an arm engages the drop handle or the hand hole of the box. The platform has a width of 13 in., a length of 27 in., and a height of 5 in. from the floor. The capacity is 800 lb, and the weight 45 lb.

Circle 65 on Card Facing Page 49

# FREE Literature

## Warehousing Facilities

A four-page brochure, illustrating and describing its extensive warehousing facilities, has just been prepared by Railway Warehouses, Inc. Features include fireproof construction, sprinkler systems, and fire prevention equipment. A special section describes materials handling equipment and methods. Maps showing building locations, etc., also are included.

Circle 66 on Card Facing Page 49

## Steel Shelving

The Standard Pressed Steel Co., has prepared a two-color, four-page folder which points up in photographs, cartoons and text, the outstanding features of its adjustable steel shelving. More than 1,000 possible combinations of the shelving, as well as the open and closed type, the ledge type and various combinations of swinging and sliding doors are featured.

Circle 67 on Card Facing Page 49

## Pallet Boxes

A new 12-page folder on pallet boxes has just been released by General Box Co. It describes and illustrates how low-cost wirebound pallet boxes are used in industry. Various skid designs for simplified lift truck handling are illustrated.

Circle 68 on Card Facing Page 49

## Double Capacity

"How to Double Your Warehouse Capacity" is the title of a new 16-page brochure just released by The Frick-Gallagher Mfg. Co. The booklet points out the advantage of utilizing ceiling height as well as floor space. The correct use of special-purpose storage equipment, such as long-span shelving, and Rotabins, also is described.

Circle 69 on Card Facing Page 49

## Truck-Trailer Story

An 8-page, illustrated booklet, describing the development of the truck-trailer, and the truck-trailer business, recently has been released by the Fruehauf Co. Trailer facts on capacity, service, handling expense, costs reduction, etc., also are included.

Circle 70 on Card Facing Page 49

## Warehouse Capacity Up 50%

The Raymond Corp. has issued a new Electric Industrial Truck catalog, which describes how, with utilization of industrial trucks which permit 6-ft aisles, you can boost warehouse capacity by as much as 50 per cent. It relates how you can open to industrial truck service, areas previously approachable only by hand truck.

Circle 71 on Card Facing Page 49

## Equipment Line

Elkay Products Co., announces a new 58-page supply catalog which lists over 1,000 items that are essential for safer moving, easier handling, more profitable sales, and less damages. A catalog index, as well as products necessary for finishing and touching up furniture, etc., also are included.

Circle 72 on Card Facing Page 49

## New Route Map

The second edition of a map of the United States, showing routes and connecting routes, recently has been published by Pacific Intermountain Express. Facts, figures, terminal locations, and information of interest to shippers also is included in the new edition.

Circle 73 on Card Facing Page 49

## Facsimile Labels

A new hand device that prints facsimile shipping or product identification labels from die-cut paper stencil, eliminates the double operation of typing and applying labels, and is faster, cleaner, and more efficient than brush stenciling, is illustrated and described in a folder published by Weber Label and Marking Systems. The new model, RJ-3, gives up to 7,500 prints from one inking.

Circle 74 on Card Facing Page 49

## Weight Selection System

A proportioning system that permits remote dialing of individual ingredient weights is pictured and described in a new, 28-page, two-color bulletin offered by Richardson Scale Co. Design and operating characteristics also are explained.

Circle 75 on Card Facing Page 49

## Port Information

A year book, published by the Port of Seattle Commission, contains information on shipping, the import-export business, the foreign-trade business, etc. Geographical advantages, modern facilities, up-to-date equipment, plus a comprehensive master plan for continued expansion and modernization, also are included in the publication.

Circle 76 on Card Facing Page 49

## Lift Truck Data

Market Forge Co., has produced a comprehensive, new check chart of features to look for in the selection of hand lift trucks and hand pallet trucks, bulletin No. 1005-A. This analysis of hand lift equipment includes descriptions, diagrams and illustrations of design and construction with regard to safety, performance and ease of maintenance.

Circle 77 on Card Facing Page 49

## Tape Council

The Pressure Sensitive Tape Council which is working at the job of standardization in nomenclature and test methods within the pressure sensitive tape industry, has prepared a brochure of facts and information, which describes the aims and objectives of the group.

Circle 78 on Card Facing Page 49

## Two-Side Marking

A new mounting that attaches to a belt or roller conveyor and supports two automatic friction-operated imprints, has been developed by Adolph Gottscho, Inc. The new set-up is designed to permit installation of two marking units in minimum space for simultaneous marking on both top and side of a container.

Circle 79 on Card Facing Page 49

## Level Indicator

A new release, regarding the operation, uses, specifications, etc., of level indicators for use in industry, has been published by Convair. Used to show levels of solids in liquids, high and low levels of various materials, these units can be supplied in any voltage from 24 to 550 volts in 25, 50, or 60 cycle.

Circle 80 on Card Facing Page 49

## Dual-Purpose Attachment

For operations involving both lifting and dumping of barrels or drums, a new release on clamping forks with drum up-ender for use with electric fork trucks, has been issued by Lewis-Shepard. Design drawings and specifications are included in the illustrated release.

Circle 81 on Card Facing Page 49

### Case Study

The Chas. Wm. Doepke Mfg. Co., announces the publication and availability of Case Study No. 1. This new illustrated brochure is the first in a series of methods improvement studies analyzing actual installations to show how small parts handling equipment cut costs and increased production. The case study is a before-and-after articulation of an assembly operation.

Circle 82 on Card Facing Page 49

### Dock Ramp

Complete engineering details and information concerning the use and installation of hydraulic adjustable ramps for loading docks are featured in a new 4-page booklet, recently released by Rowe Methods, Inc. Photographs, component parts, mechanical drawings and specifications are included in the folder.

Circle 83 on Card Facing Page 49

### Battery-Powered

Bulletin No. 551, recently released by Barrett-Cravens Co., describes a battery-powered, walking operator truck which operates electrically. The truck is designed to provide a motorized system for the horizontal movement of pallet loads, and is adaptable to single and double-faced pallets. Capacities are 4,000 and 6,000 lb, and a 4-in. lift is standard.

Circle 84 on Card Facing Page 49

### Hydraulic Crane

An 8-page, illustrated bulletin, No. AD-2253, describing the indoor-outdoor hydraulic crane has been issued by the Austin Western Co. Included with specifications and performance data, are diagrams on working ranges, manual boom extensions, attachments, and special equipment.

Circle 85 on Card Facing Page 49

### Training Program

The White Motor Co., has developed a series of forms to aid fleet owners in the selection and training of drivers. Primarily designed to increase safety, and driving standards on the highways, the driver materials offer both preventive and curative methods. Nine forms are available.

Circle 86 on Card Facing Page 49

### New Conveyor Equipment

Catalog 370 has been released by PRAB Conveyors, Inc., describing new conveyor equipment, including an automatic elevator, an enclosed bulk materials handling conveyor, and a steel belt conveyor elevator.

Circle 87 on Card Facing Page 49

For prompt service, use the postage-free postcard provided here for your convenience in securing FREE LITERATURE and NEW PRODUCTS information described in this issue of DISTRIBUTION AGE. All material FREE, unless otherwise noted, as in the case of text books and some pamphlets.

### Door Units

It is claimed in a release issued by the Clark Door Co., Inc., that the installation of complete and automatic door units produces time and labor savings and reduces operational costs.

Circle 88 on Card Facing Page 49

### Marking Unit

A new marking system, designed to replace labels, stencils, decals, and stamp pads, is outlined in a bulletin recently issued by the Algene Marking Equipment Co. This plastic unit is automatic, self-inking, and produces up to 160 impressions per minute per man.

Circle 89 on Card Facing Page 49

### Lift Truck Line

Illustrated and described in a 12-page bulletin, No. 5101C, published by The Yale & Towne Mfg. Co., are gasoline, diesel, and LPG industrial lift trucks in capacities ranging from 1,000 to 10,000 lb. Also listed is a chart which provides a check sheet of comparative specifications.

Circle 90 on Card Facing Page 49

### Strapping Line

A. J. Gerrard & Co., recently made available a 6-page brochure completely describing its line of strapping, strapping tools and accessories, plus how-to-order information on all equipment.

Circle 91 on Card Facing Page 49

### Freight Forwarders

The fourth revised list of independent foreign freight forwarders registered with the Federal Maritime Board under General Order No. 72, has been issued by the Customs Brokers and Forwarders Assn. of America, Inc. The new list contains many additions, changes, deletions, and up-to-date information.

Circle 92 on Card Facing Page 49

### Hoisting Equipment

A new 16-page brochure, No. P-495-A, published by The Yale & Towne Mfg. Co., illustrates and describes the company's line of wire rope electric hoists. The hoists are available in capacities from one-quarter to 15 tons, and are air-cooled.

Circle 93 on Card Facing Page 49

### Communications Systems

A new 16-page, 8-color booklet on planned plant communications systems, has been released by the Tel-Autograph Corp. Six basic manufacturing problems are illustrated and analyzed. Solutions for the dissemination of information are included.

Circle 94 on Card Facing Page 49

### Packaging Points

A complete packaging portfolio, describing packaging ideas, recently has been published by Hinde & Dauch. Many different styles and types of corrugated boxes, as well as methods of sealing, packing, and displaying, also are illustrated and described.

Circle 95 on Card Facing Page 49

## BOOKS

### Traffic Management

A comprehensive new book for those who are studying traffic management independently, or are seeking up-to-date information in this field, now is available. The book entitled **Traffic Management**, explains how traffic managers can develop and prepare in order to prove their competence and demonstrate their ability. A thorough discussion of the services available to the traffic manager is given, as well as some elements of traffic management. Features include a background summary of transportation, motor and rail classifications, tariffs, and the numerous direct responsibilities of the traffic manager. Richard D. Irwin, Inc., Homewood, Ill. \$8.





"I watched the freight pull out . . . with tomorrow's OS&Ds."

**TRAFFIC THESAURUS — Joint Tariff:** A cover charge in a skid-row bistro.

Two Waves were being followed by a lone sailor. Finally one gal turned to the sailor, and scolded, "Either you quit following us or get another sailor!"

Sally (the warehouse manager's secretary): "Did you say that when your wife calls I'm to give her a 'straight line' or 'straight lying'?"

TEACHER: "Now Johnny, if you put your hand in one pocket and pulled out 75 cents, and put your hand in your other pocket and pulled out 75 cents, what would you have?"

JOHNNY: "Somebody else's pants."

HE: "The girl I'm married to has a twin sister."

HIM: "Gee! How do you tell them apart?"

HE: "I don't try—it's up to the other one to look out for herself!"

Two psychiatrists met on the street, and one said to the other: "You're fine; how am I?"

SUCCESS IN LIFE MAY DEPEND ON WHICH YOU WOULD RATHER DO—TRY OR CRY.

A little boy, intently watching the milkman's horse, inquired of the driver, "Mister, do you have far to go today?"

"Why, Son?" asked the milkman. "Well, you're not going far," said the little boy. "Your horse just lost all his gasoline!"

Applying at a railroad employment office for his first job, the recent college graduate was momentarily stymied by a question which read: "What machines can you operate?"

Finally he wrote: "Slot and Pin Ball."

SEEMS A LOT OF MEN ARE SO BUSY LEARNING THE TRICKS OF THE TRADE THEY NEVER LEARN THE TRADE.

DRIVER: "Do your daughters live at home?"

DISPATCHER: "No. They're not married yet."

"I'm the Traffic Manager's wife," said the brunette, introducing herself to a blonde at a company party.

"I'm his secretary," answered the luscious blonde.

"Oh, were you?"

TRUCK DRIVER: "Do you cheat on your wife?"

ANOTHER TD: "Who else?"

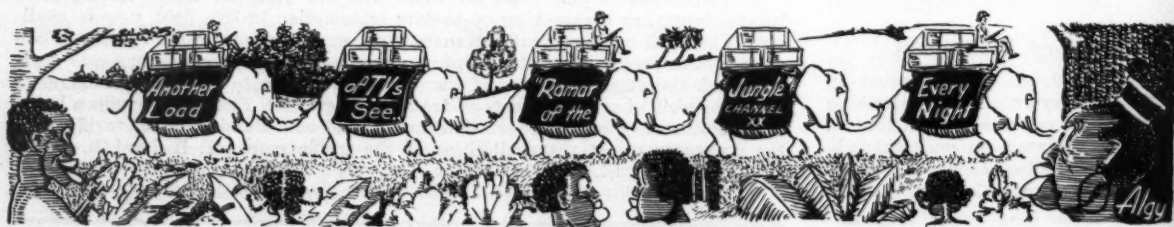
NOW THAT OUR JET PLANES HAVE PASSED THE SPEED OF SOUND THEY ARE SAID TO BE APPROACHING THE SPEED OF GOSSIP.

JOE'S WIFE: "Gosh, I sure was a dimwit when I married you."

JOE: "No doubt you were—but I was so infatuated I didn't notice it."

One thing about growing old is that you don't feel your oats as much as you do your corns.

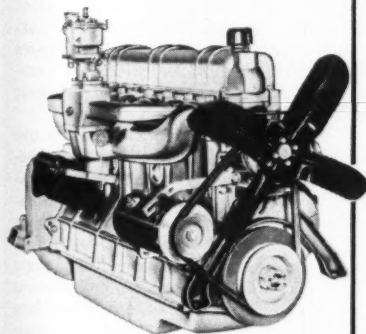
PARTING THOUGHT: WAS THERE EVER A GRANDPARENT—COMPLETELY WHIPPED AFTER A DAY OF MINDING NOISY YOUNGSTERS—WHO HASN'T FELT THAT THE LORD KNEW WHAT HE WAS DOING WHEN HE GAVE CHILDREN TO YOUNG PEOPLE?



**New Leadership  
for the Leader  
in the 16,001-19,500  
GVW Class!**



New R-1705 ROADLINER® provides faster, thriftier over-the-road hauling, with less downshifting, less lugging. Four-speed transmission standard. Optional 5-speed direct-in-fifth or 5-speed overdrive available. GCW, 35,000 lbs. R-1700 Series GVW ratings, 16,000-20,000 lbs.



**All-new 140-hp Black Diamond 264 engine** combines famous INTERNATIONAL long life with new, economical sustained-power performance. Has new dual-barrel carburetor, new manifold, 7.0-1 compression ratio—new low-friction design with 3-ring controlled-expansion pistons—new 50° ramp camshaft for longer valve life—new solenoid-type over-running clutch starter—new 11-inch clutch with 15% more lining area, 25% less pedal pressure. Maximum engine torque: 234 lb-ft at 2000 rpm.

## **NEW R-1700 Series**

**With an engine that tops 'em all for efficiency  
—the all-new 140-hp INTERNATIONAL Black Diamond 264!**

**New models and new features** keep coming from INTERNATIONAL all the time! Here now are 1955's first—the R-1700 Series, designed by the leader in the 16,001-19,500 GVW range to bring new hauling profits to every operator using trucks in this class.

These brilliant new R-1700 Series trucks far surpass all former INTERNATIONAL leaders in this GVW classification. And they are powered by an engine that puts out more horsepower per cubic inch than any comparable 6-cylinder truck engine on the road!

Visit your INTERNATIONAL Dealer or Branch and get full facts

on these money-saving, money-making new INTERNATIONALS. You'll quickly see why—in performance, economy, efficiency—they outrank anything in the 16,001-19,500 GVW class.

### **WORLD'S MOST COMPLETE TRUCK LINE**

200 basic models from ½-ton pickups to 90,000 lbs. GVW off-highway models, including six-wheel, four-wheel-drive, cab-forward, cab-over-engine and multi-stop delivery types . . . 32 engines from 108 to 356 horsepower, with widest choice of gasoline, LPG, or diesel power . . . wheelbases, transmissions and axle ratios for any need . . . thousands of variations for exact job specialization.

**INTERNATIONAL HARVESTER COMPANY • CHICAGO**



International Harvester Builds **McCORMICK®** Farm Equipment and **FARMALL®** Tractors...Motor Trucks...Industrial Power...Refrigerators and Freezers  
See the season's new TV hit, "The Halls of Ivy," with Ronald Colman and Benita Hume, CBS-TV, Tuesdays, 8:30 p.m., EST

# **INTERNATIONAL TRUCKS**

*"Standard of the Highway"*

Circle No. 11 on Card, facing Page 49, for more information

# Railroad Freight Rate Study . . .

(Continued from Page 33)

"The small dealer is entitled to just and reasonable rates on his product, as much so as many large dealers, and any discrimination between them in rates based upon the idea that the one class of persons makes many shipments while the other makes but few is unjust and unreasonable under the provisions of the Act to Regulate Commerce. It is a discrimination in favor of one kind of traffic as against another in the vital matter of rates, and is unlawful."

In another dictum, in *Carr v. Northern Pacific Railroad Co.*, the Commission in an opinion by Chairman Knapp stated: "A carload rate lower than the less than carload rate, where the difference is not too great, would ordinarily be lawful; but a still lower rate for shipments of a hundred or a thousand carloads, though duly published and impartially applied, would be wholly indefensible."

"If a low rate is granted on conditions with which only a few can comply, that rate is presumably unfair and may be extremely prejudicial to all other shippers of like traffic, because they are practically unable to meet the terms upon which it is offered."

The ICC held in *Southern Pacific Ownership of Atlantic Steamship Lines* that, "The limitation of a rate to consignees who own all of the property contained in the aggregated shipment is unlawful. . . ." Such rates were held to be in the nature of a discount in favor of large shippers or consignees.

## Aggregate Volume Rates

The Commission in *I. and S. Docket No. 5152, Books, Drugs and Cotton Goods From New York to Chicago* suspended, and after hearing ordered cancelled, schedules of an interstate freight forwarder on books and drugs from New York to Chicago. The proposed rates were lower than the standard rates and were conditioned upon the receipt by consignees of a minimum quantity of 150,000 lb in less-than-carload lots over a period of three calendar months.

The proposed rates were found not to be just and reasonable and to be unjustly discriminatory. The schedules were ordered cancelled.

The freight forwarder attempted to justify the reduced volume rates on the ground that they would tend to increase the volume of business. It contended that it could handle freight in large volume for less than in smaller volume, and that the rates were restricted in application to consignees within a restricted area where the operating and delivery costs to

the carrier were comparatively small.

It defended the rates as compensatory, being sufficient to cover out-of-pocket costs. They were designed, also, to forestall any extension by consignees in the destination served in the use of pool cars operated either by the consignees themselves or by associations in which other consignees participated. The proposed rates were applicable to unit shipments transported in any quantity provided the volume for any one consignee aggregated at least 150,000 lb in the course of three calendar months.

The Commission conceded in its decision that it had long recognized as a valid principle in transportation rate making that a "reasonable, fair, and just difference in rates charged upon a weight basis may be made in proportion to the quantity transported . . . when it is tendered and moved as a carload, and when it is tendered and moved in less-than-carload lots.

"We are not convinced, however, that that principle may be extended to justify volume rates—that is to say established . . . on the theory that a consignee who receives a specified quantity of freight during a certain period may be accorded lower rates on other shipments of the same or different commodities in any quantity received in a subsequent period.

"The principle which would support a minimum of 150,000 lb would support one for 200,000 or 300,000 lb equally well; the quantity named would be arbitrary in any case. It might easily be made so high as, practically, to be open to the largest receivers only."

The proposed schedules under suspension were found to be not just and reasonable, and to be unjustly discriminatory as between particular persons. They were, therefore, ordered cancelled and the suspension proceeding was discontinued.

## Having trouble with SPLIT CARTONS?

One firm found that it was suffering severe losses through split cartons. Basic research showed that uneven distribution of weight of the product itself was placing excess stress on one corner of the box. A single steel strap was all that was needed to solve this problem.

See Postcard Questionnaire Facing Page 48

## Flat vs Published Rates

The question of aggregate volume rates again came before the ICC in a case filed in 1943 and decided by Division 2 in 1944—*Forwarder Rates Conditioned Upon Aggregates of Tonage*.

The tariff under suspension and investigation provided "flat" rates lower than the standard published rates available to any shipper or consignee at Chicago or Minneapolis and St. Paul who delivered to or received from the forwarding company in any calendar month an average of 50,000 lb or more of less-than-truckload freight shipments with an average density of not less than 10 lb per cu ft.

The flat rates included freight of all kinds, with certain exceptions. They differed only in that one rate included both pick-up and delivery services; another included pick-up or delivery but not both; and a third, included neither pick-up or delivery.

About 98 per cent of the freight forwarders traffic originated at Chicago and was destined to the Twin Cities. Of this traffic, 60 per cent was handled at these "flat" rates, most of it being transported by motor carriers in truckload lots. Flat rates substantially similar to those suspended, had been in force about four years.

No showing was made that the use of flat rates reduced billing costs because the flat rates were used alternatively with the standard rates, necessitating the comparison of charges on both bases. There were no differences in the physical handling costs by the forwarder. The solicitation costs were found to be something less than the costs of soliciting traffic generally.

From the shippers' or consignees' standpoint there were advantages shown in savings in freight charges, a daily service regardless of quantity of freight, thus eliminating storage awaiting shipment, and reduced costs of auditing freight bills.

## Preferential Treatment

The shipper or consignee who shipped or received a monthly average of 50,000 lb or more was treated rate-wise by the forwarder as a jobber treats a wholesale lot buyer, and one who shipped or received less was treated as a retail buyer. No requirement was made with respect to the quantity of freight shipped or received at one time.

The Commission found that these rates were "in the nature of a discount in favor of large users of the forwarder's facilities."

The Commission observed: "There is no certainty and scarcely any probability that the shipper who delivers freight to the respondent in varying amounts from day to day throughout

(Please Turn to Page 54)



# COMPARE MOTO-TRUC

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★ EASE OF MAINTENANCE

★ PRICE

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LARGEST EXCLUSIVE MANUFACTURER OF "WALKIES"



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MARCH, 1955

53

# Railroad Freight Rate Study . . .

(Continued from Page 52)

the month with an aggregate weight of 50,000 lb will make his business cost materially less to the respondent in proportion to quantity than the person who makes a single shipment."

No complaints were made by shippers or receivers that the rates operated to their prejudice or disadvantage. Nevertheless, the Commission held that, in practical effect, the monthly quantity conditioned rates constituted "a device whereby a few large shippers or receivers, who can qualify so as to avail themselves of these rates will be afforded transportation at rates lower than the rates which will be charged certain other persons under substantially similar circumstances and conditions. . . ."

In a later case involving freight forwarder rates from points in Western Pennsylvania and Ohio to the Pacific Coast, Far West and Southwest rates conditioned upon different aggregate volumes of rates shipped in a period of 12 months were found to be concessions in violation of the Elkins Act, 1914, and discriminatory in violation of the Interstate Commerce Act.

The tariff of the forwarding company provided three sets of volume

rates applicable from the forwarder's loading station to named distribution in addition to its normal rates. The highest rates were applicable to the shipments if made in annual volume of over 200,000 to 400,000 lb.

A lower scale of rates was applicable to the same goods when shipped in annual volume of over 400,000 lb to 2,000,000 lb. A still lower scale was applicable in connection with the same goods when shipped in annual volume of over 2,000,000 lb but not over 4,500,000; and the lowest scale of rates was applicable to shipments in annual volume of over 4,500,000 lb.

## Out-of-Pocket Costs

The average out of pocket cost for a period of a year showed that the costs were slightly lower than the lowest rate but did not take into account an allowance of 5¢ per 100 lb paid to patrons who provided their own delivery service. If this had been taken into account, about 36 per cent of the forwarding company's traffic was transported at rates which just covered out-of-pocket costs and did not cover fully distributed costs.

The Commission, by Division 2 found in its decision that: "The mere

fact that a single patron offers a transportation company a specified amount of freight in varying quantities, and at different times during a period of one year, cannot under the cost of service theory justify a basis of rates different from those applied to a single shipment, for an aggregate amount shipped or to be shipped in the 12-month period has no relevant bearing on the cost of a particular shipment."

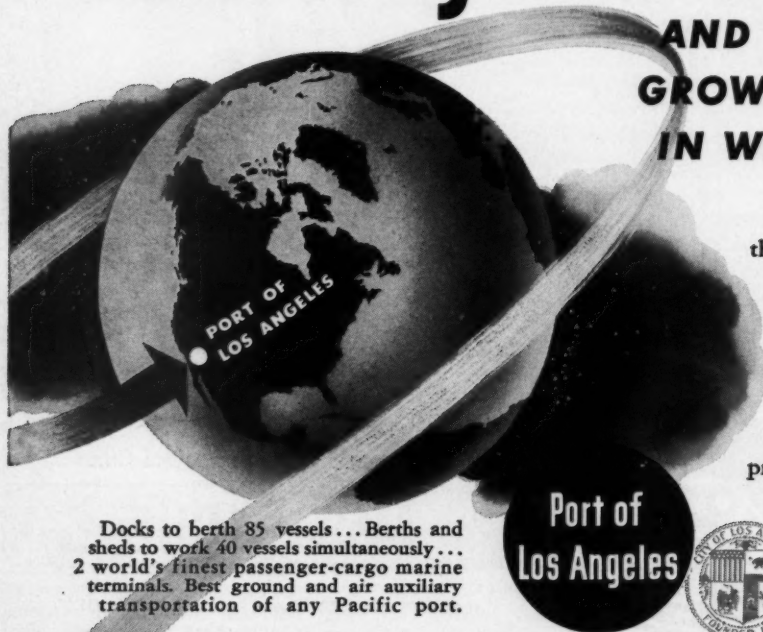
The Commission found the rates unjust and unreasonable, and unduly preferential and prejudicial in violation of the Interstate Commerce Act, and unlawful under the Elkins Act, because they afforded transportation at rates lower than rates charged other persons under substantially similar circumstances and conditions.

The Commission pointed out another way in which the rates violated the Interstate Commerce Act. The annual volume of the traffic handled for each patron over the period of 12 months could be ascertained only at the end of the period.

Meanwhile, a substantial portion of the shipments would have been delivered to the consignee at charges either greater or less than the rate found at the end of the 12-month period to be applicable. This would constitute a violation of the Interstate Commerce Act and of the Elkins Act.

(Resume Reading on Page 34)

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Los Angeles Harbor is your gateway to the most diversified area in western United States . . . Here is an area that is the third largest industrial, banking and retail sales center in the U.S. . .

It is the wealthiest agricultural county . . . 8,000,000 Southern Californians drawing wages as high or higher than in any other district are consumers for your goods or products . . . Ship and travel to Los Angeles.

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## .. Operations

(Continued from Page 27)

Today's large tankers can carry as much oil in one voyage as three or four Mariner-type ships could, if oil were carried still in unit containers the size of the drum. Beyond this, these tankers load and discharge all this cargo with the regular members of the crew and in a matter of 11 or 12 hours.

Furthermore, if the Mariners were carrying this cargo today, it would require about a quarter of a million dollars to pay the longshoremen to handle the cargo and the ship would not have a total turn-around time of 22 hours per voyage, but 20 days.

The above may help to emphasize that the tanker itself is as important to modern civilization as the product she carries.

Thus, it is evident that the dry cargo carrier must evolve into a more economical materials handling unit; either through intelligent thinking and planning by the industry very soon, or through the force of economic pressures later. These facts are more closely related to the American scene than to the other great maritime nations.

With our vast hinterland in proportion to our coastline and our rule by the majority system, it is difficult to obtain increasing fiscal help from the nation's treasury.

However, with a more positive approach to offset negative thinking and impractical conservatism, coupled with better labor and management relations, this country could develop a merchant marine larger and more efficient than we ever have had in history.

Continued help in the form of subsidies probably will be needed, but I feel that perhaps it may be too much of a convenient crutch rather than a hard necessity.

A heavy contributor to the basic obstacles to the implementation of any solution to the cargo handling problems of the general cargo carrier is the lack of education and training in this important phase. There are too few sources of authoritative information.

As indicated earlier, most of the training is through apprenticeships or what is akin to apprenticeships. As far as I know, there is no attempt made anywhere in this country to teach stevedores or longshoremen the truly right way to do a given job.

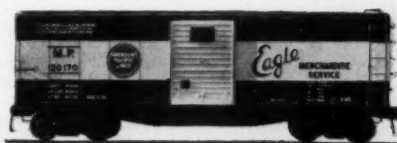
While education and training certainly are not a panacea, this approach applied together with an all out effort to attain better labor and management relations is the natural way to overcome the medieval aspect of today's waterfront activities.

(Resume Reading on Page 28)

# "The Last Word(s)" in LCL Shipping!

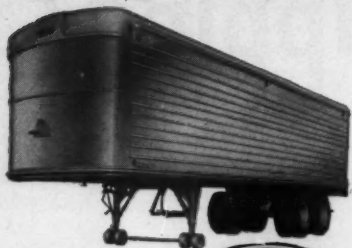


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more  
payload?**

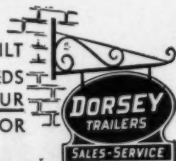


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8,750 lbs.  
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**DORSEY TRAILERS**  
ELBA, ALABAMA

Circle 13 on Readers' Service Card

## Warehouse Craneway . . .

(Continued from Page 29)

itself is noteworthy, because in the past there has been cable play in some turntable switching layouts.

This was especially true where one control cable actuated four turntables. The longer cable length invited stretching, and meant constant readjustment. When but two drums and their switch-rails are hooked by a single, short-run cable, the tendency to stretch is thwarted. Another feature is the light, ½-hp motor, as compared to some warehouse turntable systems employing 5-hp units. Again, with less work load per motor, installation of smaller units was possible.

Center-aisle switching, especially where a maximum 12 cranes could be involved, brought up the problem as to which cranes would have control of switching, should several approach the center-aisle from opposite bays.

This divided authority was solved by installation of a switch control bar. Bars are located in bays.

As a bridge crane approaches a switch (and thus the center aisle), it picks up the special control bar. Until the bridge engages the bar, its operator has no electrical contact, and no control over the switch. The switch bar, about 20-ft long, is located between 10 and 30 ft back from the switch. Cranes working farther back in the bays have no control whatever over switching.

However, should two bridges pick up control bars simultaneously, that is, from opposite bays, each would have equal control. Here, simple courtesy would determine which moved onto the turntable first.

With cranes traveling at a maximum 350 fpm, engineers foresaw trouble at the pick-up points. They designed a unique flared guide which is attached to the control conductor. The guide properly positions the collector automatically, regardless of the bridge's speed. •

(Resume Reading on age 30)

**Turn to Page 48 for Packaging Questionnaire**

## Electric Protection Services FIRE·BURGLARY·HOLDUP

**Automatic Fire Detection  
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Sprinkler Supervisory  
and Waterflow Alarm Service  
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Central Stations in All Principal Cities

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# Private Truck Council . . .

(Continued from Page 39)

recommendations of the rails under such circumstances would be found measures intended to limit the scope of and extend the regulations imposed upon private and contract transportation.

"Looking into my crystal ball only and disclaiming any personal information of the content of the recommendations or report, I believe it much better than an even chance that the rail lines will be disappointed in the measures suggested for their relief. Some I expect there will be but that they will not go nearly so far as the rail lines suggested in such matters as curtailment of the agricultural exemption, change in the rate making rule, and freedom in competitive rate publication. Further, I assume we will find comment on private transportation and I have a fear that—due to the failure to follow further the rail program on matters enumerated above—that comment may be more critical and may contain suggestions more inimical than we as private truck operators may have hoped.

"In part such result may be unintentional due to the possible importance of changes in specific language now found in the statute. You have heard discussion of the Commission and court cases relating to the definition of common and contract operators and how changes in those definitions might affect private operators. This possibility of redefinition may have been seriously considered by the Cabinet Committee and I would not be surprised if the effect of the recommendations as they finally become known is to make more important the compensation test and less important the primary business test. This result, if it turns out to be the result, may be due in part

to the lack of adequate explanation of the entire subject matter to the task force or the Cabinet Committee by organized private truck operators."

Ott told his audience that the attacks on private truck operators came also from the for-hire motor carriers and the railroads.

"The Consumer Meets the Manufacturer" was the theme of a Friday morning panel moderated by T. A.

Drescher, past Council president. Six representatives of private carriage represented the consumer, while seven members made up the manufacturers' panel.

Following this panel, Edward Dorr, Esso Standard Oil Co., moderated a panel on, "Empire State's Weight Distance Law—The Problem." Panel members included C. A. Pascarella, Francis H. Leggett & Co.; L. J. Carroll, Affiliated Trucking Assns. of N. Y.; B. E. Golder, mayor of Utica, N. Y., and T. L. Hickey, International Brotherhood of Teamsters Northeastern States. •

(Resume Reading on Page 39)

## WHAT DO YOU WANT IN A LONG- DISTANCE MOVER



? ? ?

► The answer, of course, is easy . . . easier than the "doing"! You want an organization that has the finest equipment and nationwide facilities; you want a company with highly-trained personnel—a company that is responsible and service-minded. In short, you want a Long Distance Mover that will do the job promptly, thoroughly, and with the utmost care—one that will leave your mind free of worry. Mayflower *can* and *will* do that job for you. Call your local Mayflower agent for full details.

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Mayflower's organization of selected warehouse agents provides on-the-spot representation at the most points in the United States and Canada. To locate your local Mayflower agent look in the classified section of your telephone directory under "Moving," or call Western Union by number and ask for Operator 25.



## Is your problem SAFE STACKING?

It was with one manufacturer. In his palletized warehouse he could go two high, but three high led to too many costly accidents. The problem here wasn't so simple. It finally was solved by completely redesigning the package, including size, material, and cushioning.

See Postcard Questionnaire Facing Page 48

# Men in the News . . .

(Continued from Page 15)

## Packing & Packaging

C. P. Setter—appointed executive vice president, and W. H. Hunt—named vice president in charge of sales, United States Plywood Corp., New York, N. Y.

Lewis A. Curtis—new general sales manager, Package Machinery Co., East Longmeadow, Mass., and J. Joseph Kelly—appointed general sales manager, Reed-Prentice Corp., Worcester, Mass., a subsidiary.

George B. Greenwood—elected vice president, Robert Gair Co., Inc., New York, N. Y.



Charles A. Feld—appointed executive director, Packaging Institute,

Inc., New York, N. Y., succeeding L. V. Burton, Ph.D., who retired.

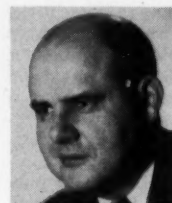
## Traffic

A. O. Degling—elected vice president purchasing & traffic, American Can Co., New York, N. Y.

J. Frank Corbin—appointed traffic manager, Timken Roller Bearing Co., Canton, O. Roy French—named assistant traffic manager.

Norman Fowler—named southeastern traffic manager, Thomas J. Lipton Co., Suffolk, Va. Thomas Brewer—appointed southwestern traffic manager, Galveston, Tex.

Leon A. Becker—traffic manager, Rohm & Haas Co., Philadelphia, Pa., recently retired. Willard A. Hofmaier, Bernard J. Weber, and John J. Rush—named assistant traffic managers.



George Lloyd Wilson, Jr.—appointed traffic manager, Rohm & Haas Co., Philadelphia, Pa.

Thomas A. Boint, freight traffic manager, National Lock Co.—elected president, Illinois Territory Industrial Traffic League, Chicago, Ill.

Julius Gebhard—appointed traffic manager, Otis Elevator Co., San Francisco, Calif., succeeding Henry D. Cushing, who retired.

Gerald W. Collins—named manager, transportation and communication dept., U. S. Chamber of Commerce, Washington, D. C. Marvin J. Nicol—appointed manager, domestic distribution dept.

Grant R. Loomis—appointed assistant general traffic manager, Stromberg-Carlson Co., Rochester, N. Y.

Stanley R. Thorpe—named foreign traffic manager, Eastman Kodak Co., Rochester, N. Y. Howard L. Verbridge—appointed traffic manager for rates.

The Stock Yards District Traffic Club of Chicago named the following officers: president, Joseph G. Reigs; vice president, Robert H. McNalley; treasurer, Fred W. Reitze; secretary, Charles A. Cleveland.

Allan N. Moore—named manager traffic dept., Acme Steel Co., Chicago, Ill.

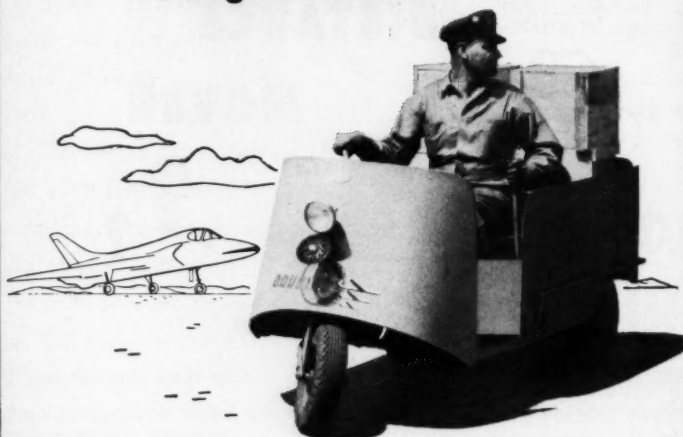
## Transportation—Highway



Paul P. Davis—elected president & treasurer, McLean Trucking Co., Winston-Salem, N. C.

(Resume Reading on Page 21)

## . . . how AUTOETTE helped material handling at Douglas Aircraft



**PROBLEM:** To transport not-too-heavy material, mail, blue-prints, and personnel throughout a large plant economically, safely and with a minimum of fire hazard and fumes, since hauls were inside as well as out.

**SOLUTION:** A fleet of 1/4-ton Autoettes. Douglas personnel used to walk 7 or 8 miles daily, now cover more ground, make more pickups, carry heavier loads at one-fifth cent per ton mile. Photographers like them too.

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## Van System . . .

(Continued from Page 41)

rier and placed on a flatbed truck for delivery to its final destination.

Following delivery, the container can become a convenient storage structure for contents that are not immediately needed.

### Van Handling

The van is designed for handling by two pieces of Clark-built equipment—a 30,000-lb capacity fork truck, and a straddle carrier. An expenditure of approximately \$500 would be required to equip existing flat cars with the locking device. The cost of equipping a flatbed trailer would be proportionately less.

At the initial demonstration last month, company officials likened the van system to the growing piggy-back method of transportation. Advantages cited included the freedom of trucks now tied up in loading and unloading operations, elimination of interim handlings, and faster loading and unloading times.

Comparing it with a piggy-back operation, it was pointed out that in piggy-back it takes five men 30 minutes to load a truck on a rail car. One man with a fork truck can load three vans on a flat car and lock them in place in approximately five minutes.

Only three vans, all steel, were built for the demonstration. However, 20 more, including 10 plastic units, are under construction. The system has been tested by Clark only, but plans call for a lease proposition with a selected group of shippers and carriers for more extensive field testing.\*

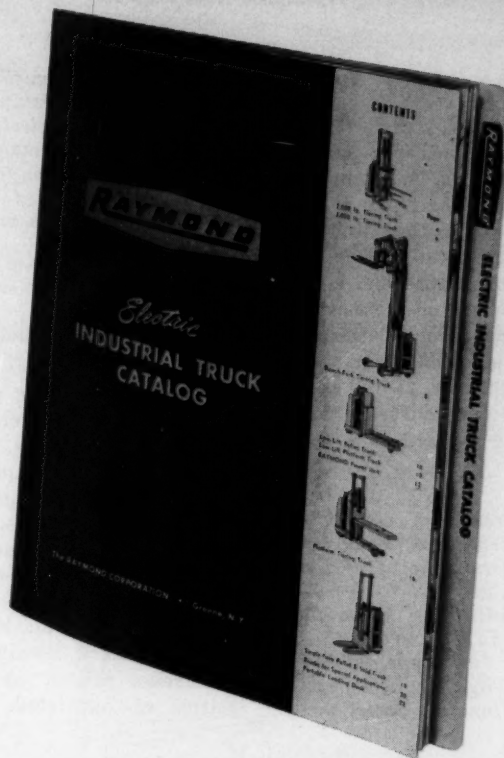
(Resume Reading on Page 42)

### 750,000th Truck Winch



The three-quarter millionth Gar Wood truck winch, part of a recent government order, is met at the end of the production line by (l. to r.) Glenn C. Wilhide, manager, Wayne plant; E. B. Hill, vice-president, sales; and John Melvin, president of local 252, UAW-CIO

## for men responsible for materials handling



A revolution has taken place in the materials handling field. With the advent of electric trucks designed for narrow-aisle operation a whole new concept of handling has evolved.

Here . . . in this new RAYMOND Catalog . . . are the trucks responsible for this revolution. These are the trucks which first made 6-ft. warehouse and production aisles possible . . . which today are increasing warehouse storage capacity as much as 50%. As you glance through this catalog, you'll discover how you can open up to electric truck service areas previously approachable only by hand truck. For example: your elevators, low-capacity floors, warehouse and production floor aisles, boxcars, truck trailers.

You owe it to yourself and your business to obtain this RAYMOND Catalog before buying or leasing an electric truck. Clip and mail the coupon now!



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CITY \_\_\_\_\_ STATE \_\_\_\_\_

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# Chuting the News . . . . .

(Continued from Page 15)

## Joint Piggy-Back Study

The Council of Eastern Rail and Truck Common Carriers met last month in New York, N. Y., and appointed a joint engineering committee to study the technical aspects of piggy-backing. The committee will investigate and report back to the council on the most efficient and economical methods of loading and unloading trailers on railroad freight cars, as well as the type railroad car and trailer best adapted to the service.

—DA—

*A conference on materials handling techniques, conducted by engineers who use the equipment, will be held in conjunction with the Materials Handling Exposition in Chicago, May 16-20, and will be sponsored by the American Materials Handling Society.*

*The Traffic Council of Grading and Road-Making Implementation Industry elected A. J. Bianco, traffic manager, Allis-Chalmers Mfg. Co., to the post of chairman at the recent quarterly business meeting in Chicago.*

—DA—

## Pallet Makers Publish Rules

The National Wooden Pallet Manufacturers Assn. has approved a project to publish a set of Grading and Inspection Rules, which will furnish a valuable guide for pallet purchasers. This action was taken at the recent NWPMA 8th Annual Meeting, in New Orleans, La. The Grading and Inspection Rules will be used in conjunction with the NWPMA Grade Mark and Minimum Standard Specifications for warehouse pallets. A rules committee was appointed.

## NITL Names Committee Heads

Lowe P. Siddons, president of the National Industrial Traffic League last month named the following standing and special committee chairmen:

Standing—Aeronautics, H. R. Brashear; Bill of Lading, P. J. Bond; Car Demurrage & Storage, N. J. Brennan; Classification, E. M. Mayer; Contract Motor Carrier, R. H. Foltz; Cooperation with Transportation Executives, R. V. Craig; Diversion & Reconsignment, E. L. Peterson; Transportation Instrumentalities & Car Service, H. H. Huston; Weighing, J. J. Dee.

Special—ICC Budget, W. R. Shepherd; Ex Parte 104—Part II, J. B. Keeler; Government Rates Under Sec. 22, J. R. Staley; Fees & Charges—Government Agencies, F. A. Leffingwell; War Reparation, A. H. Brown; Government Reorganization, L. J. Quasey; Education, A. C. Roy; Costs and Accounting, H. D. Fenske; Outlook & Policy, A. H. Schwietert.



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This Magliner Dock Board was custom-engineered to meet the exact span requirements of this specific dock! It provides a safe and secure rapid-transit bridge between the dock and the car. As a result, it simplifies and speeds loading operations . . . and greatly reduces dock handling costs! Magliner Dock Boards are strong, safe and dependable. And, they're magnesium-light for easy one-man handling! Magliner Dock Boards can lower your dock loading costs too! It will pay you to get the facts.



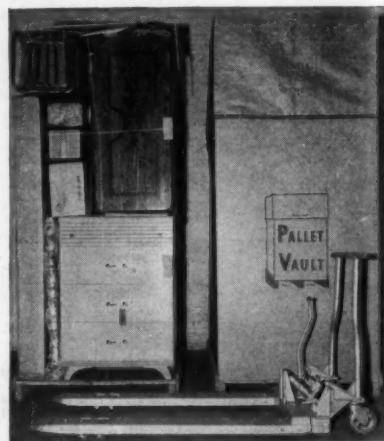
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Write for descriptive folder and prices to

**General Van and Storage Co.**

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St. Louis 8, Mo.

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# ..Year of Decision

(Continued from Page 35)

for purposes of voiding the decisions of local state commissions which force railroads to keep unprofitable stations open, unprofitable branch lines in operation, and weak passenger trains on regular schedules.

I firmly believe that these suggested changes, as I understand them, would be good for the American public and for the American economy; not alone for the sake of transportation, but for the sake of transportation in the public interest.

I do not think that it is possible to overemphasize the fact that the belief of a truck line or a group of truck lines, or the conviction of a railroad or a group of railroads as to what constitutes transportation equality should be a decisive factor, for the simple reason that there might rest there an inherent tendency for such thinking to become a subjective factor. Public interest is the objective consideration.

## Rail Subsidy Untenable

In making our transportation decisions, I think we should all heed the warning of the President of the Illinois Central Railroad, Wayne Johnston. In a recent, very sensible piece of advice, he spoke out against subsidy.

To complete this picture of determining public interest transportation needs, I should like to present to you a prescription for analyzing remedial legislation.

It comes from a stockholder in our small railroad. I quote from a letter he wrote me recently: "Regarding my own interest and my personal welfare in the stake of railroad business as a means of transportation, my intentions always have been threefold:

1. What's good for America?
2. What's good for me, as an individual?
3. What's good for our children?

Please note that he did not make any mention of the fact that the railroad industry should be entitled to a particular competitive position, nor did he ask "what's good for the trucking industry or the airlines?" He presented the very simple question, the very powerful question, the only question that can possibly come first: "What's good for America?"

If the President's Cabinet Report is not considered to be in the best interests of public transportation needs and policies, then it becomes incumbent upon the railroad industry to present some counter recommendations.

These decisions present the problem of ultimately making them realities, and, beyond that, we must face the task of working under them. Your great opportunities of the future lie in making transportation work under new practices and new ideas. Any major revision in the direction of creating competitively free transportation media, or free transportation combinations, will open up a whole new era of thinking.

You must concentrate on putting across new legislation. Always a struggle, it will be minimized considerably if you apply yourself to counseling and advising on what you consider the future of the railroad industry should be, and let the users make the decision.

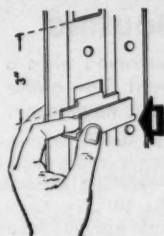
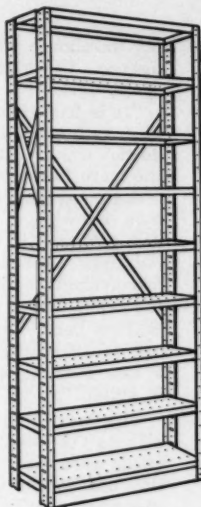
The railroad that stands the best chance of succeeding under free enterprise is that one which can move within 24 hours after lessened regulation to place into effect the changes it has planned if its management has been alert. It should be plotted to an extent that, within days after such an announcement, rates will be published for local movements, stations will be closed, and so on, as the railroad looks out and begins taking business away from other transportation instead of merely swapping freight cars.\*

(Resume Reading on Page 36)

more than posts and shelves

# BORROUGHS STEEL SHELVING

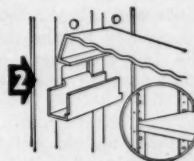
\* every unit is a unit within itself!



INSERT SHELF SUPPORT BRACKET... no fumbling with studs, bolts, nuts or lock washers.



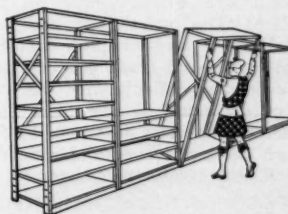
Borroughs heavy gauge rolled shaped post for open shelving gives extra strength, extra value.



TILT SHELF INTO SUPPORT BRACKET... and you're finished. Shelf is now ready for loading.



Borroughs 1-piece closed uprights for closed shelving... no bolting... only 1 piece to handle... saves erection time.



Each individual unit is complete in itself... no part depends on unit next to it... any unit or shelf can be moved independently.

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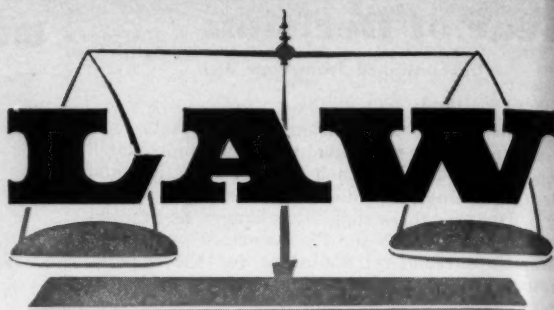
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KALAMAZOO, MICHIGAN

Circle No. 19 on Card, facing Page 49, for more information



# Within the



By Leo T. Parker Legal Consultant, Distribution Age

## WAREHOUSING

**Goods were destroyed when a warehouse caught fire—owner of goods claimed negligence.**

I shall review in detail the above mentioned new higher court decision of *G— v. W— Moving & Storage Co.*, 266 S. W. (2d) 19. The facts of this important case are as follows: One *G—* stored goods in a warehouse owned and operated by the *W— Moving & Storage Co.* The warehouse burned and *G—*'s goods were destroyed. He sued the warehouseman to recover the value of the destroyed goods and alleged that the goods were destroyed by the fire by reason of the following acts of negligence on the part of the defendant:

Said warehouse was an old building, and was not equipped with a sprinkler system; Said warehouseman negligently failed to maintain a night watchman at the warehouse, and failed to maintain a burglar alarm; Said warehouse company failed to maintain fire extinguishers on the premises; The warehouse company kept all doors and windows fastened on the inside and made the entrance of the firemen difficult with the purpose of extinguishing the fire; That the merchandise was destroyed by fire through the negligence and carelessness of the warehouse company.

With respect to absence of sprinkler system in the warehouse, the court held that this fact alone is not sufficient to result in the warehouse company being liable for loss or destruction of the stored goods.

**Absence of night watchman and burglar alarm does not constitute warehouse negligence.**

Also, this higher court held that the absence of a night watchman and a burglar alarm does not warrant a finding of negligence, on the part of the warehouse company. Neither is failure of a warehouseman to equip

his warehouse with metal doors negligence. The higher court, in this respect, said:

"It is true that there was no sprinkler system in the building, but we do not think that it can be said that the mere failure to install such a system constitutes negligence. It is common knowledge that fires do occur and property is destroyed where the buildings burned have metal doors, fire extinguishers, watchmen and all the other things alleged to have been lacking here. Unless there is a failure to take such precautions caused a loss then no actionable negligence is stated."

The court went on to explain that although *G—* alleged that his stored goods were destroyed by fire "through the negligence and carelessness" of the warehouse company this allegation is not sufficient to justify a court in holding the warehouse company liable or placing the burden on the warehouse company to prove that the fire did not result from its negligence. The court said:

"This, however, is not the rule for the cause of fires is generally unknown and they commonly occur where care has been exercised as well as where care is wanting. Therefore, when a fire originates in a warehouse, that alone is not evidence that it was caused by any negligence on the warehouseman's part."

Also, to the same effect see following cases: *C— Y— Co. v. A. R— & Sons*, 250 S. W. (2d) 692; *K— v. P— Corp.*, 25 S. W. (2d) 777, 78 A.L.R. 722 and *H— v. W—*, 183 S. W. (2d) 74.

## TRANSPORTATION

**When is a trucking company or other employer liable for damages in cases of assault?**

Recently when talking with certain officials of trucking companies one important legal question seemed to be foremost in their minds. This question is: When is a trucking company or

other employer liable in damages for assault?

The higher court consistently holds that an employer never is liable for assault committed by an employee unless the testimony shows that the employee was at the time acting for the employer and within scope of the business intrusted to him.

For example, in *S— v. Y— T—*, 113 N. E. (2d) 790, the testimony showed facts, as follows: One *S—* was employed as a bus driver. One day a transport truck struck the bus. The bus driver got out of the bus and asked the truck driver for his license. The truck driver thereupon assaulted *S—* by striking him and kicking him in the face. *S—* sued the trucking company which owned the truck for damages.

The court refused to award *S—* any damages, saying:

"An employer may be held liable for the wrongful acts of his employee done within the course of employment and with a view to the furtherance of that business and the master's interest. But if an employee goes outside of his employment, and without regard to his service, acting maliciously, or in order to effect some purpose of his own, wantonly commits a trespass, or causes damage to another, the employer is not responsible."

"Upon the evidence we are unable to agree that, at the time of the assault defendant (truck driver) was so engaged in the course of his employment and in the furtherance of his employer's business as to make the employer liable for the injuries inflicted upon plaintiff (*S—*). The assault committed by the truck driver accomplished nothing which might be said to have benefited, or to have been intended to benefit his employer."

For comparison, see *W— v. S—*, 297 N. Y. 335. In this case the testimony showed that an employee assaulted his employer's customer while the employee was doing an act which he had been authorized to perform in furtherance of his employer's interest. The higher court held the employer liable.

## Men in the Spotlight

G. Evan Reely, of Reely's Storage and Freight Terminal, Missoula, Mont.—elected a district governor, Rotary International.

Morton A. Locker—new sales representative, Coopers Press, Inc., New York, N. Y.

General Harry J. Collins—appointed vice president, North American Van Lines, Inc., Fort Wayne, Ind.



Merle W. Semisch, (left)—appointed assistant sales manager, Greyvan Lines, Inc., Philadelphia, Pa., and James J. Brennan, (right)—named district manager.

Earl M. Hughes—appointed commodity stabilization service administrator, succeeding James A. McConnell—nominated asst. secretary of agriculture, Washington, D. C.

Edward L. McDonald—appointed warehouse manager, J. Leo Cooke Warehouse Corp., Trenton, N. J.

Norman Stranne—appointed manager of operations, Lyon Van Lines, Inc., Los Angeles, Calif.

G. E. Beard—named general manager, E. & R. Cartage & Storage Co., Cleveland, O.

—DA—

Plans for the establishment of five additional zone offices were announced at a Republic Van & Storage Co. zone manager conference in Los Angeles, Calif., last month.

—DA—

## Moving Firms Join Atlas

Moving companies in seven cities have joined the Atlas Van-Lines, Inc. They are: Cook's Transfer & Storage, Holdenville, Okla.; Cornelius Van & Heavy Hauling Co., Colorado Springs, Colo.; Evans Motor Freight, Inc., Van Wert, Ohio; Sparks Moving & Storage, Cleveland Heights, Ohio; Owings of Norfolk, Inc., Winston-Salem, N. C.; Pasadena Transfer & Storage, Pasadena, Tex.; and Williams Bonded Storage, Augusta, Ga.

—DA—

A. R. Carlson recently was appointed a vice president of City Products Corp., Chicago Ill.

# Warehouse SPOTLIGHT

## Warehouse Expansion

The J. Leo Cooke Warehouse Corp., Jersey City, N. J., recently announced the opening of a 100,000-sq ft warehouse in Trenton, N. J.

Singer Warehouse Co., New York, announces the near completion of a modern, fireproof, one-story distribution center, especially designed for grocery products.

Blytheville Warehouse Co., Blytheville, Ark., are constructing a 25,000-sq ft, concrete and steel addition to their present facilities.

The Barrett Moving & Storage Co., Minneapolis, Minn., announced the construction of a new warehouse addition, which will provide 108,000 cu ft of additional storage space.

—DA—

Whittle Warehouse and Storage Co., Inc., Brunswick, Ga., has been admitted to membership; AWA Merchandise Div.

## AWA 64th Annual Convention In Chicago, April 12-16

The AWA will hold its 64th Annual Meeting at the Edgewater Beach Hotel, Chicago, Ill., April 12-16. AWA's two divisions—the NARW and the AWA Merchandise Div., will meet jointly, with over 800 refrigerated and merchandise warehousemen expected to attend. The program will include individual divisional business sessions, as well as two All Industry sessions. Chairman M. W. Young, NARW president, and Chairman R. M. King, AWA Merchandise Div. president will preside at the various meetings. Clem Johnston, past president of AWA, and president of the U. S. Chamber of Commerce, will be the keynote speaker.

## North American Agents Meet at Fort Wayne



More than 200 North American Van Lines agents from seven states recently met at Fort Wayne, Ind., for a convention sponsored by the long distance moving organization. President James D. Edgett stated that the firm had increased its revenue over \$4 million in the past two years, and showed a gain of 8.11 per cent this past year.

**BIRMINGHAM, ALA.** 1880—Seventy-five Years of Service—1955

## HARRIS WAREHOUSE CO.

• 8 South 13th St., Birmingham •  
Merchandise and Household Goods  
• STORAGE • CARTAGE • DISTRIBUTION • FORWARDING  
Pool Cars Handled  
Member of A.C.W.—A.W.A.—N.F.W.A. Agents for Allied Van Lines, Inc.

**BIRMINGHAM, ALA.**

*For Dependable Service—*



**SHAW WAREHOUSE COMPANY**  
115 SOUTH 35TH STREET

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## STRICKLAND TRANSFER & WAREHOUSE CO.



112 South 14th St., Birmingham

General Merchandise Storage and Distribution  
Pool Car Service a Specialty—Motor Truck Service  
Centrally Located—Free Switching from All R.R.s

**DOTHAN, ALA.**

## SECURITY BONDED WAREHOUSE

500-501 East Commerce Street  
POOL CAR DISTRIBUTION

SERVING  
S.E. Alabama  
S.W. Georgia  
N.W. Florida

Receiving—STORAGE—Handling.  
Motor Freight Service to all points.  
6-car Private Siding. Reciprocal Switching.  
Efficient—Conscientious Branch House Service.

**PHOENIX, ARIZ.**

Telephone: ALpine 4-2568 Teletype PX 263



324 S. Second Ave., Phoenix, Arizona

**"PERSONALIZED SERVICE"**

DISTRIBUTION • STORAGE • DRAYAGE  
SANTA FE & SO. PAC. SIDINGS

**TUCSON, ARIZ.**

Telephone 2-3331

## TUCSON WAREHOUSE & TRANSFER CO.

110 E. 6th St., Tucson, Ariz.

**Storage—Warehousing—Distribution—Packing**

59,000 sq. ft. in Tucson—Served by Rail-Motor Truck. Modern fleet of trucks from 1-60 Tons for distribution in Tucson and vicinity. Crane and Winch service for heavy lifts.

To participate in the Packaging Survey

**TURN TO PAGE 49**

for the postage-free questionnaire

For Shippers' Convenience, States, Cities

**LITTLE ROCK, ARK.**

New one story 90,000 sq. ft. warehouse



## COMMERCIAL WAREHOUSE CO.

This ultra modern warehouse property with six car siding on the Rock Island is completely mechanized. We offer general merchandise warehousing at its best, including pool car distribution, office and display facilities and loans on stored commodities.

300-324 RECTOR STREET

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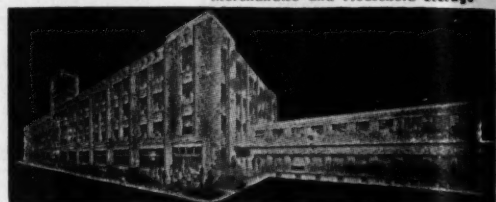
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Merchandise and Household Storage



**FIREPROOF-CONSTRUCTED**

Pool Car Distribution—Agent, Allied Van Lines

**TERMINAL WAREHOUSE CO.**

Member American Warehousemen's Association  
American Chain of Warehouses

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ARKANSAS

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Commercial  
Warehousing and  
Distribution

**BEKINS**  
Since 1895  
VAN AND STORAGE CO.

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**LOS ANGELES, CAL.**

MEMBER OF A.W.A.

## PACIFIC COAST TERMINAL WAREHOUSE COMPANY

4802 LOMA VISTA AVE. LOS ANGELES 58

MERCHANDISE STORAGE AND DISTRIBUTION  
Located in the heart of the Wholesale District

**LOS ANGELES, CAL.**

ESTABLISHED 1918

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## PACIFIC COMMERCIAL WAREHOUSE, INC.

923 E. 3rd St. Los Angeles 13, Cal.

GENERAL MERCHANDISE STORAGE  
POOL CAR DISTRIBUTION STORAGE IN TRANSIT  
DAILY HARBOR, LOCAL AND STATEWIDE HAULING  
EXPERIENCED, EFFICIENT, BONDED PERSONNEL  
10 Car Siding on A.T.&S.F. Railway  
Sprinklered—A.D.T. Protected

**LOS ANGELES, CAL.**

**REPUBLIC VAN & STORAGE CO., INC.**

**WAREHOUSING—DISTRIBUTING—  
CARTAGE**

147,000 sq. ft. in downtown L. A., 9 car switch covered dock—small blocks of space for lease.

**COAST TO COAST VAN SERVICE**

332 So. Central Ave.

Export Packing & Crating

Tucker 6101



and Firms are Arranged Alphabetically

## ST. LOUIS, MO.



"Serving industry for more than 30 years"

**OVER 1,000,000 Sq. Ft. of WAREHOUSE Space**

Located right in the midst of business

**Plus FAST**

**and EFFICIENT DISTRIBUTION in the ST. LOUIS AREA**

*Complete Facilities*



Pool car distribution  
Reforwarding storage in transit  
A.D.T. Alarms and sprinkler systems  
Traffic and legal depts. Bonded employees

**ST. LOUIS TERMINAL WAREHOUSE CO.**

General Offices • 826 Clark Ave. • St. Louis 2, Mo. • MAin 1-4927

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250 Park Avenue (17)  
Plaza 3-1235

Member **AMERICAN WAREHOUSEMEN'S ASSOCIATION**

## ST. LOUIS, MO.

Established 1912

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**Warehouse & Cold Storage Co.**



The only Cold Storage in the U. S. equipped with patented automatic, temperature and humidity controls.

SATISFIED NATIONAL DISTRIBUTORS FROM COAST TO COAST  
PERFECT RAIL-TRUCK AND WATER CONNECTIONS  
LOCATED IN THE HEART OF THE WHOLESALE SHOPPING DISTRICT  
Specializing in

**CANDY STORAGE**

200 Dickson St.

Insurance rates of 16.2 per \$100

Members of A.W.A.-Mo.W.A. - St.L.M.W.A.

**Sprinkler & Burglary Protection**

## SPRINGFIELD, MO.

Agent: ALLIED VAN LINES, Inc.

**GENERAL WAREHOUSE CORP.**

601 N. National Ave., Springfield, Mo. Phone 4-1855-TWX-S015

MERCHANDISE AND HOUSEHOLD GOODS STORAGE  
POOL CAR DISTRIBUTION

We Specialize in Transit Storage  
Member AWA, NFWA, MOWA, ACW

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**STORAGE & MOVING COMPANY**

1024 Dodge Street

Omaha's most modern, centrally located warehouse. Fireproof construction—Fully sprinklered—Low insurance. Sidings on I.C. R.R. and U.P. R.R. U. S. Customs Bond. General Merchandise—Cooler Storage—Household Goods Storage. Also operate modern facilities in Council Bluffs, Iowa. Our own fleet of trucks for quick deliveries.  
Member of N. F. W. A. and A. W. A.

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WA 5-6111  
ALLIED DISTRIBUTION INC.  
NEW YORK 17  
40 WEST 43RD ST  
PL 6-6761

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**SULLIVAN'S**

ESTABLISHED 1889

**MERCHANDISE STORAGE AND DISTRIBUTION**

**POOL CAR DISTRIBUTION**

**Excellent Storage AT TRANSIT POINT**

**RIGGING, HEAVY HAULING, MOVING, PACKING, STORING**  
**Fleet of 40 Trucks**

Represented by Allied Distribution  
Agent—Aero Mayflower Transit Co.  
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"Satisfactory Service Since 1887"

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Modern sprinklered whse on trackage  
Mdse. Stge. & complete Dist. service  
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Make Our Warehouse Your Branch Office for Complete Service in New Hampshire

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**Bonded Storage Warehouses**  
**Offices 624 Willow St.**

"Crating Furniture Our Specialty"

General Merchandise Storage and Distribution, Household Goods, Storage, Cold Storage, Unexcelled Facilities. Pool Car Distribution. Direct R. R. Siding, Boston & Maine R. R.

**"CAMDEN" for efficiency, economy**

Make strategically located "Camden" your shipping headquarters for the South Jersey-Philadelphia area. Here—at moderate cost—are the comprehensive facilities, services and know-how you need. Over 1,000,000 sq. ft. of open and covered storage space. Modern buildings, heated and sprinklered—low insurance rates. 100% mechanized. Deep water dockage. Direct rail connections, shipside tracks; cartage eliminated. Covered truck platforms. Storage-in-transit privileges. Write today for full details.

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## ELIZABETH, N. J.

**Lehigh Warehouse & Transportation Co.**  
 Established 1934 Incorporated  
 Ralph Memoli 963 Newark Ave.  
 Manager Tel.—Market 3-1830  
 FACILITIES—300,000 sq. ft. Reinf. concrete & Steel. Fir. Id. 230 lbs. Fireproof.  
 Auto. Fire & Burg.—ADT. Ins. \$167. Siding PRR. 30 cars. Shelt. plat. 20 trks.  
 SERVICE FEATURES—Pool car dist. Co. oper. cartage serv. 52 trks. Off. & Stgs.  
 space for lease. Spec. in hldg. lgs. machinery & steel in lifts up to 4½ tons. 1 pbl.  
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 MEMBER—A.W.A.; N.J. Mtr. Trk. Assoc.; Whee. Assoc. of N. Y.

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### J. LEO COOKE WAREHOUSE CORP.

140 BAY ST., JERSEY CITY 2, N. J.  
 Telephones: (NY) Whitehall 3-5090 (NJ) Journal Square 2-5080 TWX: JC-112  
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 Established 1949. Investment over \$200,000  
 FACILITIES—300,000 sq. ft. reinf. conc. and steel. Low ins. rates, watchman serv.  
 Fl. Id. 250 lbs. Siding Pennsylvania RR. Also Erie RR. 12th & Provost Sts.  
 Jersey City. Local and over-the-road truck service. Shelt. plat. Spec. in food and  
 products requiring protection from dampness, dirt, heat or cold. Mod. mat handling.  
 Palletized. Eastern Rep.: North Pier Terminal Co., Chicago; National Terminals  
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 A.W.A.—Can. W.A.

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Established 1940 Incorporated  
 I. A. Miller, Manager 620 Grove St.  
 Tel.—(N.J.) Journal Sq. 3-3360, (N.Y.) Recter 3-3345  
 FACILITIES—1,072,883 sq. ft. Reinf. concrete & steel. Fireproof. Fire &  
 burg.—ADT. Ins. \$3.06. Siding D.L.&W. RR. 52 cars. Shelt. Plat. 54 trucks.  
 Ceiling hgt. 8½ ft. Elev. cap. 12,000 lbs.  
 SERVICE FEATURES—Pool car dist. Stge. & off. space for lease. Co.  
 oper. cartage serv. 52 trks. SIF arrangements. 24 ftr. plat. elev.; etc.  
 MEMBER—A.W.A.; N. J. Motor Truck Assoc.; Whee. Assoc. of N.Y.A.

## NEWARK, N. J.

### "TOPS IN NEW JERSEY"

### Federal Storage Warehouses

155 Washington Street Newark 2, New Jersey

Mitchell 3-2222

FACILITIES—700,000 square feet, reinforced steel and concrete bldgs. Fully  
 sprinklered, fireproof, heated, ADT supervised, Penn. R.R. siding, low insur-  
 ance rates. Centrally located in Newark, N. J.  
 SERVICE FEATURES—General merchandise stored, distributed. Offices  
 and showroom space. Pool car distribution, large elevators, labeling and  
 shipping, inside platforms. Modern materials handling and palletized.  
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Established 1919 Incorporated  
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 Manager Tel.—(N.J.) Bigelow 3-7900  
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 FACILITIES—250,000 sq. ft. Reinf. concrete & Steel. Fireproof. Auto. Fire & Burg.  
 —ADT. Ins. \$304. Fir. Id. 230 lbs. Siding Lehigh Valley, 15 cars. Shelt. plat.  
 with PRR. Shelt. plat., 20 trks.  
 SERVICE FEATURES—Co. oper. cartage, 52 trks. Spec. in food, liquors, etc.  
 appls. 2 grav. rel. ems.; 5 ftr. elev.; 120 plat. tk.; 14 hand tk.  
 MEMBER—A.W.A.; N.J. Motor Trk. Assoc.; Whee. Assoc. N. Y.

## PORT NEWARK, N. J.

### Lehigh Warehouse & Transportation Co. Inc.

Agents for the Port of New York Authority  
 Established 1948 Building &  
 R. Memoli Foot of Doremus Ave.  
 Manager Tel.—Market 3-7443  
 FACILITIES—200,000 sq. ft. Reinf. concrete & steel. Fireproof. Sprinkler  
 watchman ADT supervised. Private RR siding 13 cars PRR, CNJ, LV, shelt. plat.  
 30 trks. Deep water berth to 35'.  
 SERVICE FEATURES—U. S. Customs bonded. 2—25 ton cranes. S.I.T. Pool Car  
 dist. Co. oper. cartage serv. 52 trks.  
 MEMBER—A.W.A.; N.J. Motor Trk. Ass'n; Whee. Ass'n N.Y.

## TRENTON, N. J.

Established 1949 Investment \$100,000  
 Member, A.W.A. Can.W.A.

### J. Leo Cooke Warehouse Co. — Trenton

Whitehead Road, Trenton 9, New Jersey  
 Phones: (N.J.) JUniper 7-4646 (N.Y.) Whitehall 3-5090 TWX: JC-112  
 J. Leo Cooke, President Frank E. Kearney, Vice President—Sales  
 Facilities: 100,000 sq. ft. reinforced concrete and steel. Fireproof. Sprinkler  
 man service. Floor load 3000 multiple story bldgs. Unlimited one story bldgs.  
 Pennsylvania R.R. private siding. Local and over-the-road truck service. Shelted  
 platforms rail and truck. Spec. in food and products requiring protection from  
 dampness, dirt, heat or cold. Mod. mat. handling, palletized. Pool car distribu-  
 tion. Eastern rep. for: North Pier Terminal Company, Chicago; National Terminals  
 Corp., Cleveland; Indiana Terminal and Refrigerating Company, Indianapolis.

For additional warehousing news see

### WAREHOUSE SPOTLIGHT

On Page 63

## Letters to the Editor . . .

(Continued from Page 10)

mately 14 ft, and enough space between lines to park empty platform trucks and hold freight between the heavy transfer periods. A 45 to 50-ft dock is often adequate.

In the table on page 39, no data appear for Washington, Idaho, or Utah, and no use of drag lines is shown for Oregon. There are six in operation, and another ordered, in Washington at the present time; four in Oregon; two in Idaho; and two in Utah—which we believe represents the highest percentage of terminals large enough to justify their use in any part of the United States. One of the original and strongest advocates of the use of the drag line is the superintendent of terminals of one of the largest truck lines in the country, with headquarters in Portland, Oregon.

DONALD MORRIS  
 Northwest Engineer  
 Jervis B. Webb Co. of California  
 South Gate, Calif.

Thanks for your informative comments regarding the article, "Hand, Fork Trucks Dominate Freight Handling," which appeared in the November issue of DA. The reason why no data appear in the table for several other states is that there were not sufficient responses to our survey to present a fair picture of equipment

used in those states. We did not want to rate a whole state on the basis of limited response. As for no drag lines being shown in use in Oregon, we suppose that our questionnaire went to the wrong people, or the right people failed to answer. If you are familiar with interesting installations in your area, please send us full particulars.—The Editor.

### Warehousing

To The Editor:

We have just read, with a great deal of interest, what you wrote in a recent issue of DISTRIBUTION AGE on "Merchandise stored by a non-resident corporation is not subject to taxation by State."

Tri-Valley is a canner which very frequently stores small amounts of canned goods in warehouses in various parts of the country. They are placed in warehouses with the intent of selling them; but are not sold at the time they are warehoused.

It would appear to us that we have been paying personal property taxes needlessly.

L. L. LEHTIN  
 Secretary

Tri-Valley Packing Assn.  
 San Francisco 11, Calif.

To The Editor:

In your December issue, on page 61, first article, in your column entitled, "Within the Law," we would appreciate any additional information you can send us regarding the Court decisions you speak of involving State taxation on merchandise stored by a non-resident corporation in a warehouse.

If you would kindly give us the case reference numbers, we will be very happy to try and secure any additional information in this connection we can find because this matter is very important to us.

WILLIAM J. LAMPING  
 General Manager

Grand Trunk Warehouse & Cold Storage Co.  
 Detroit 11, Mich.

I have no other citations except those listed in the article to which reference is made. However, from these new citations, you will have no difficulty in running down through Sheppards all relevant higher court cases. I listed several higher court citations in this article.

In reviewing new higher court decisions from the Advance Sheets, I shall make special effort to locate a new higher court decision which exactly answers your question, at which time I shall publish the cause and outcome of the case.—Leo T. Parker, DA Consultant.

(Resume Reading on Page 13)

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303 Chestnut Street • Philadelphia 6

**... How Thin the Dividing Line?**

(Continued from Page 31)

determines whether or not we are, in fact, private carriers. If our motive in operating our own transportation facilities is to provide a more efficient and more economical way to get raw materials to our plants and goods to market, we are without question private carriers, and no legal or other hocus-pocus can change that fact. This is the purest form of private carriage.

If, however, we seek only to increase the quantity of transportation for the revenue we derive from it, we are public carriers.

**Distinction Unclear**

However, the line of distinction between public and private carriage is not always easy to draw. The separation of production from transportation and of transportation from marketing often is hard to delineate. Is it possible, therefore, to regulate private transportation without also regulating production and marketing? I don't think it can be done.

The for-hire carriers are alarmed by the extent of private carriage, particularly in the field of motor carriage. They profess to consider the

private motor carrier a threat to their business.

In my opinion the hostility of common carriers to private carriage stems from two main sources:

1. A misunderstanding of the true role that private carriage plays.

2. The desire to regulate competition itself; which arises from the failure to realize that competition, irritating as it is at times, is in the long run good for all of us, not just for the other fellow.

Common carriers see private trucks moving down the same highway with their own, the same kind of equipment moving between the same points, and many of the common carriers seem to think the whole story begins and ends right there. What they don't see is the function our private trucks perform off the highway.

At night, our company's trucks may be delivering full loads of gasoline to distributors. In the daytime, they may be dropping small loads at service stations, collecting cod's, acting as personal representatives for the company.

We are operating this equipment, not to deprive common carriers of

traffic, but to obtain allied services that common carriers seldom are in position to perform.

**Sound Investment**

This private carriage is a sound investment for us, since we can guarantee an assured supply for loading at one end of the line and an assured outlet for the goods at the other end. Common carriers do not have that guarantee.

There are other reasons why the oil industry has developed its own transportation on the great scale that it has, and many of these reasons apply with equal force to other industries. Transportation facilities suitable for moving liquid cargo, such as oil, seldom are adaptable to other types of freight.

Conversely, media useful for moving other types of freight seldom are good for transporting oil. These various factors have led to development of specialized transportation facilities by the industry itself, not by for-hire carriers.

Yet much transportation originally developed by private operation becomes more economical by public carriage after its initial development. In our industry, tank-truck transportation, once almost entirely private, has increasingly been turned over to common and contract carriers. So,

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also, with tank ships, particularly ocean-going, and more recently with pipelines.

But there is a vast segment of the transportation of this country which is so intertwined with distribution and production that its segregation is impracticable. It is difficult to conceive of bakery trucks and others in the wholesale and retail trade as common carriers.

### The Competitive Angle

Competition, more than anything else, underlies the development of both private and public carriage. Essentially, it is competition that has stamped American transportation with its dynamic quality from its beginnings. From the early development of waterways and turnpikes, through the heyday of the railroads, to the modern growth of motor trucks and pipelines, our means of transportation have been adapted to the commercial needs and opportunities of the country.

This growth has, of course, not been without its abuses, which are part of the price we pay for freedom. These abuses have led to federal as well as state regulation; some of it beneficial and some of it, I'm sorry to say, not. But it has been the public interest that has dominated in all this process of developing new means of transportation.

### Public Interest

Public interest means different things to different people, and rightly so in a democracy, for it is difficult to conceive of any policy—whether of government or of a business serving the public—that benefits everyone equally without harming anybody.

But I maintain that the consumer is the part of the public to be served first and foremost. I think all of us favor any law, policy, or administrative ruling that facilitates more efficient, and thus more economical, transportation of goods.

It was efficient, economical transportation that enabled the petroleum industry to extend not only its markets, but also its sources of crude oil throughout the world. And it was the spur of competition above everything else that forced these improvements and efficiencies.

The development of pipelines, ocean-going tank ships, river tank barges, tank cars, tank trucks was accomplished not by those offering to serve the public with standard transportation facilities, but by petroleum companies themselves; driven by competitive necessity.

Is it against the public interest that gasoline can be brought from Texas to New York in tankers for only three-quarters of a cent a gallon, even at full USMC rates, compared with a rate of over eight cents a gallon by

rail? Is it against the public interest that pipelines deliver gasoline from Philadelphia to Pittsburgh for only about half a cent a gallon, compared with nearly four cents a gallon by rail?

### Government Regulation

Is it better that all these facilities be handed over willy-nilly to common or contract carriers having no connection with oil companies, that these carriers be given franchises under government regulation, and that we be prohibited from developing any further improvements not approved by such carriers?

There has been a tendency in recent years to confuse regulation of discriminatory practices by competing forms of transportation with regulation of competition itself. There seems to be a feeling in some quarters that a franchise from government gives a railroad or motor carrier the privilege of protection from the better service or lower cost of alternative means of transport or of private carriers.

Those of you who have had experience with governmental agencies will agree, I'm sure, that the ICC is about as efficient as any other agency, but nobody in Washington or any other place is equipped with a crystal ball capable of forecasting the trans-

(Please Turn to Page 94)

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NEW YORK 18  
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## ... How Thin the Dividing Line?

(Continued from Page 89)

portation needs of the American public.

Do we want to give any group in the world the power to stifle new developments in transportation, even when such improvements take traffic away from existing forms? The Commission could do this through the medium of rate-making or franchise-granting.

If protection of existing forms of transportation is to be the criterion, my company and yours can be forbidden to transport our own freight, even though this admittedly gets our commodities to market more efficiently and more economically. Will this forbiddance serve the public interest?

### National Policy

The National Transportation Policy, as enunciated by Congress in the preamble to the Interstate Commerce Act, demands preservation of the *inherent advantages* of each form of transportation, not of the *inherited traffic* of each franchised carrier.

No regulation drafted in Washington or anywhere else ever can be an adequate substitute for the unforeseeable results of dynamic competition by each form of transportation under the stimulus of producers trying to expand their markets by ever better and cheaper transportation.

Who is to furnish the dynamic quality needed to promote more economical means of transportation in the public interest? I say it must be primarily the shippers themselves. In saying this, I am not unaware of the contributions of public carriers in improving their own media and methods.

### Rate Parity Ineffective

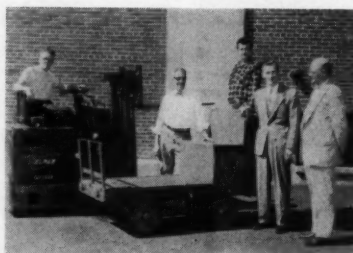
The tendency to regulate competition itself through rate parity already has removed much of the dynamic effect of competition in im-

proving transportation facilities. Equalizing rail and truck rates may seem to preserve both forms of transportation, but does it preserve the inherent advantages? Is it in the public interest to measure the right to transport by the ability of the least efficient facilities to operate?

As industries, we do not demand protection of our private carrier operations from more efficient methods. We demand only the right to furnish our own facilities where we find them more efficient and more economical than those of public carriers.

Undue regulation of competition tends to breed stagnation, with higher prices and lower profits in the long run. Finally, things get so inefficient that someone suggests, in order to obtain efficiency, complete state control—when just the germ of state

Delivered: March 1, 1919



"Old Betsy," a battery-powered industrial truck, which for the past 36 years has been rendering faithful service for the Weston Electrical Instrument Co., recently was honored in two separate ceremonies, one by Weston employees, the other by its manufacturer, The Elwell-Parker Electric Co. An inscribed metal plaque was affixed to the truck's battery compartment

control was what wrecked an efficient industry in the first place.

Competition, while sometimes a pain in the neck, also often has been a kick in the pants to us just when we most needed it. For the free market, with all its pains and discomfords, remains the best insurance of progress for all of us.

History shows that whenever government seeks to "equalize" treatment of certain groups, it tends to do so not by lifting restrictions on any one group, but rather by extending the same or greater restrictions to others. We cannot have our cake and eat it, too; if this is what we seek, we may find, in fact, that we cannot have cake in the first place.

Most of the apparent desire for a greedy share of cake in the transportation business focuses on the efforts of public carriers to saddle private carriers with a greater degree of regulation. I think this is a short-sighted viewpoint. If for-hire and private motor carriers would realize that each fills an essential economic place in our American scheme of things, both groups would be better off. Perhaps, in time, both groups would come to realize that they really stand on common ground.

### Common Problems

This fact has escaped them simply because they have been standing back to back and looking out in opposite directions. It seems to me, it is time for them to face the same way and concentrate their united efforts more effectively on problems that affect the efficiency of all motor carriage: The woeful lack of adequate highways, restrictive weight laws, the pernicious growth of weight-distance taxes, and the mounting dangers involved in government's entry into the gasoline business on too many of the present highways.

These are problems that beset the entire industry and also bear directly on the economic well-being of the public. •

(Resume Reading on Page 32)